C5150-5
9/1/87
000631GC
MS. JEANNE LONG
CONGRESSIONAL INFO. SERV IR3
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

NEWSBRAKER

Consolidation brews bar business changes
Bar Management/Center Spread

Cafe goes **relies broiler**
Menu Trends/Page 11 | Equipment Corner/Page 32

Nation's Restaurant News®

NATION'S RESTAURANT NEWS 20 1967-1987

The Weekly Newspaper of the Food-Service Industry

Vol. 21, No. 36 **Published every Monday by Lebhar-Friedman Inc.; $2 a copy, $21.50 a year** **August 31, 1987**

California braces for wage hike

By Alan Liddle and Richard Martin

LOS ANGELES — California restaurateurs, already reeling from immigration law reforms, are bracing for a second wave of woes in the form of a state minimum-wage increase.

Operators like Marvin Saul, owner of the high-volume Junior's deli in Los Angeles, speculated that an increase in California's minimum wage will cause a "ripple effect" of pay-raise demands by employees at all wage levels.

Asked how his bottom line would fare from the one-two punch of a higher minimum wage and the immigration-reform measures, Saul replied: "Want to buy a good deli cheap?"

California's pending minimum-wage hike and the hardships resulting from the new U.S. Immigration Reform & Control Act emerged as hot topics at the 51st annual Western Restaurant Convention & Exposition held this month in Los Angeles.

Officials of the California Restaurant Association, which sponsored the West-

(See CRA, page 46)

More coverage from Western show

Grisanti tells crowd to 'look for trouble'

Sacramento operator Eppie Johnson elected CRA president

Page 4

USA Cafes brews new kiosk chain

By Carolyn Walkup

DALLAS — USA Cafes, franchisor of some 600 Bonanza restaurants, has opened its second company-owned Ribby's Barbecue Express, a kiosk concept intended to build additional franchise growth.

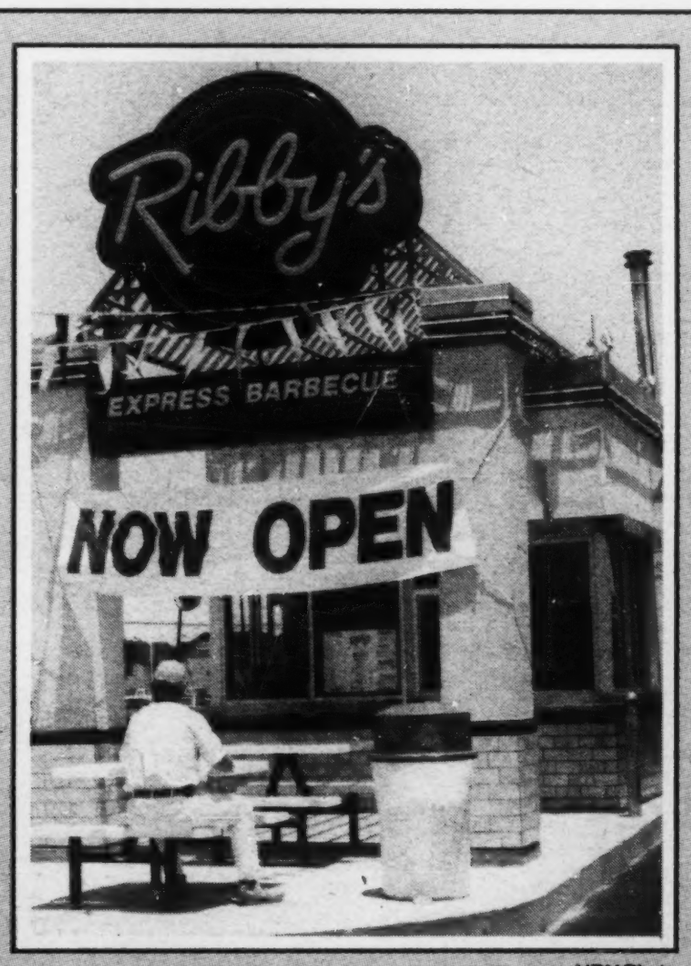
Based on sales from three months of operation of its first test unit on Northwest Highway here, the franchisor projects annual sales of $450,000 to $500,000, according to Richard Frost, vice president. "That's pretty good for a kiosk," he said.

The tiny double drive-thru kiosks are exclusively take-out and delivery operations, except for a few outdoor umbrella tables.

The modular units' small size and four-week construction cycle hold building and equipment costs to an estimated $150,000, including the franchise fee.

Another advantage of the short construction period is that it allows quick penetration of television markets, Frost noted. The ki-

(See USA, page 46)



NRN Photo

Newly opened Ribby's kiosk in Dallas.

Burger King rolls bagel breakfasts

Chain bumps Burger Bundles to clear way for newest novelty

By Peter Romeo

MIAMI — Burger King is rolling out two bagel breakfast items in the troubled chain's second bid this summer to pique consumers' curiosity with temporary, novelty products.

The fast feeder plans to offer and heavily promote the breakfasts for eight to 10 weeks, as part of a seemingly new strategy of replacing one attention-getting item with another as consumer curiosity waxes and wanes.

Much to the regret of some franchisees, the bagels will bump Burger Bundles minicheeseburgers from the spotlight. The 1-ounce sandwiches boosted sales and traffic far above expectations this summer, and proved particularly effective in luring teenagers and children, licensees said.

The new breakfasts—a bagel with cream cheese and a bagel sandwich of egg, cheese and either ham, sausage or bacon—are intended to lure men hungering for heftier fare than Burger King's croissant

(See BURGER KING, page 46)

NAFC, Nifda plan $6 billion marriage

Distributor co-op groups set merger to defend thinning rosters

By Rick Van Warner

ATLANTA — North American Foodservice Cos. (NAFC) and Nifda Inc., two of the nation's largest independent distributor organizations with a combined 140 members, plan to merge their operations, creating a $6 billion giant that could rival even the largest public distributors.

The conglomeration that has rocked the distribution business in recent years has depleted the ranks of both groups.

"The independents in this country have watched this merger mania for some time," said Dan Gescheidle, president of Chicago-based NAFC. "Now we're standing up and saying, 'We're going to muscle a little bit too.' It's very healthy for the industry."

Huge multi-faceted distributors, led by Sysco, CFS Continental, PYA/Monarch, Rykoff-Sexton and Kraft have grown in both size and scope by gobbling up smaller companies. In order to compete with the distributor Goliaths, independent outfits have banded together in large co-operative groups such as NAFC, Nifda and CODE.

Earlier this year, Chicago-based NAFC absorbed a large paper and plastics distributor group, National Alliance Distributing Co. (NADCO), to bolster its strength in non-food products and raise its annual volume by $400 million. Now NAFC has 37 members doing about $3.5 billion in volume. Nifda has 103 members, grossing about $2.5 billion.

Gescheidle, who will chair the new organization's executive committee, will handle the transition activities involved in the merger, and oversee special projects. Nifda president Shannon Talley will become president and chief executive

(See NAFC, page 46)

NAFC, NIFDA MERGER AT-A-GLANCE

	NAFC	Nifda Inc.	New company yet to be named
Headquarters	Chicago	Atlanta	Atlanta
Officers	Dan Gescheidle president	Shannon Tally president	Gesheidle, chairman Tally, president, ceo
Members	37	103	140
Volume	$3.5 billion	$2.5 billion	$6 billion

FOOD WATCH

Fedora tours Italy

KANSAS CITY, Mo. — Fedora Cafe, a four-unit casual theme chain whose menu is normally a potpurri of Northern Italian, French and regional American, is offering a culinary tour of Italy during an eight-week-long "Italian Food Festival."

The vicarious tour, guided by Richard Davis, executive chef for Fedora parent Gilbert/Robinson, includes visits to:

Naples: Seafood salad, veal canneloni, saltimbocca Sorentina with Parma ham and mozzarella, and chocolate walnut torta.

Tuscany: Marinated artichoke and prosciutto salad, fettucine with red clam sauce, roasted quail with Italian sausage, and profiteroles with custard and fudge.

Lombardy: Plum tomato salad, tri-color lasagna, braised veal shanks, two-chocolate terrine.

Venice: Mushroom fontina salad, shrimp tortellini, sauteed snapper with plum tomatoes, zucchini and basil, and fruit with zabaglione.

—Ken Frydman

MCGEE TO SPEAK AT EAT AWARDS GALA — Page 2. FULL SCHEDULE — Page 26.

INSIDE NRN

News

Hyatt opens Hilton Head pizza outlet 3
Ponderosa offers pasta bar and buffet service 3
Magic Pan's steak house concept smoked out 3
Grisanti speaks about customer complaints 4
Eppie Johnson elected president of CRA 4
Supermarkets roll out gourmet take-out 4
Restaurant and hotel educator Gifford dies 24
College offers culinary assistant program 24
Reagan awards Pillsbury's Campbell 24
Sonesta Hotel and workers honored 27
Charleston Place manager gets doctorate 27
Canteen honors Borth for achievements 27
MacArthur Park Wine Festival set for Oct. 10 32
Manassero purchases Wake Robin Inn 32
Fearn Intl. buys Now Foods 42
Dunhill Development taps Noyles Co. 42

Columns

Bernstein/Supermarkets and c-stores 7
Patterson/Management's role in purchasing 42
Rankin/Concern growing over food hazards 43
Van Warner/Ruth's Chris uses high-temp broilers .. 32
Walkup/New restaurants open in Chicago 23

Food Trends

Fabricant/Lowly sausage goes upscale 11
Frumkin/New Orleans' Cafe Anglais 11
What's Hot/Portland, Maine 11

Advertising and Promotions

Alva/Frozen-yogurt market maturing 14
Carl's Jr. sandwiches' new packaging 14
White Castle kids' meal boxes make $3M 14
Arnie Morton to plug Glenmorangie scotch 14
Perkins wins awards for commercials 14
Ad Watch/Rocky Aoki 14

Financial

Monterey House acquisition tests Brock Corp. 44
Eating and drinking sales increases slowing 44
Wendy's road to recovery still bumpy 44
Hilton to franchise Cresthil concept 44
Victoria Station mulls buyout plan 44
Equus buys stock in Rally franchisee 44
Jamco loses $1.9M, talks deal 44

Features

Reporters' Journal 7
F.I.R.S.T. instructions .24
MUFSO schedule 26
Classified 33-38
Advertiser Index 44
People on the Move:
Suppliers 28
Product News 30,31
Correction 4

NRN Directory

For your own subscription to *Nation's Restaurant News*, call toll-free 1-800-262-9500

All other business, call 212-371-9400 and extension:

Newsroom	285
Display Advertising	404
Classified advertising	492
Subscription problems	419

Service ideas sought

Service seems to be deteriorating at many restaurants these days, and complaints of unhappy experiences abound. Fortunately, there is another side to the coin, that of dedicated service and employees going out of their way to create a pleasant atmosphere.

We would like to hear about the best types of service—outstanding systems as well as outstanding individuals who enhance the dining event. So that we may print your positive service experience, please write the details and your opinions to Better Service Editor, *Nation's Restaurant News*, 425 Park Avenue, New York, N.Y. 10022.

NEWS DIGEST

Stuff Yer Face agrees to merge with Tubby's

NEW BRUNSWICK, N.J. — Stuff Yer Face Inc., owner and operator of four full-service restaurants, said it has agreed to be acquired by Fraser, Mich.-based Tubby's Sub Shops Inc., a 51-unit sandwich chain.

Upon completion of the deal, which is subject to a vote by shareholders of both companies, Stuff Yer Face's executives will resign, the company said.

Arby's taps W.B. Doner as its new ad agency

ATLANTA — Arby's has hired W.B. Doner & Co., Baltimore, as its new advertising agency, filling the void left by Backer Spielvogel Bate's resignation of the account in June to assume Wendy's advertising.

W.B. Doner, whose Detroit office handles Little Caesars pizza, has billings of about $275 million. Both Arby's and Little Caesars said they did not consider the agency-client relationships a conflict of interest.

Larry Krueger, vice president of marketing for Arby's, said he was impressed with W.B. Doner's work for Little Caesars and called the shop "very people oriented." Arby's account is valued at about $10 million.

McD unveils new character in bid for more dinner sales

OAK BROOK, Ill. — In a bid to raise dinner traffic, McDonald's is launching a network television advertising campaign featuring a new crescent-headed character called Mac Tonight.

McDonald's said the "spokesmoon," was created earlier this year for the McDonald's Operators of Southern California, a marketing cooperative. The national campaign will run for approximately four weeks and will be supported by local dinner promotions, the No. 1 fast feeder said.

McDonald's new salads have greatly expanded the 9,000-unit chain's drawing power at dinner, according to analysts. They have noted the salads could be paired with fries and Chicken McNuggets or burgers to build a complete evening meal.

H&H signs broker to help sell Bojangles' chain

LAS VEGAS, Nev. — Horn & Hardart Co. has retained Drexel Burnham Lambert, a New York brokerage, to sell its Bojangles' subsidiary.

At the same time, the Charlotte, N.C.-based chicken chain is testing a blueberry biscuit as part of ongoing efforts to bolster the chain's strength through new products.

Selling for 49 cents to 59 cents in a two-store test, the new Bo-berry biscuit features blueberry filling and is topped with icing. In recent turnaround efforts, Bojangles', which has been on the block for nearly a year, has rolled out other new products, such as Buffalo-style chicken wings and miniature chicken sandwiches.

Horn & Hardart said the sale of the 235-unit chain, which has floundered under the retailer's ownership, would allow the company to concentrate on its profitable mail-order business.

Index up 0.2 point

0.2

NEW YORK — Restaurant stocks followed the stock market's blue chips to a new record in the latest weekly outing, as the *Nation's Restaurant News* index climbed 0.2 point, to 215.3. The Dow Jones Industrial Average in the same week ended Aug. 21 climbed 24.07, to a record of its own, 2709.50.

Advancers were led by Famous Restaurants, Old Spaghetti Warehouse, Morgan's Food, and Hamburger Hamlets.

Decliners were led by Jamco, Taco Villa, Chefs International, Bridgeford Foods, and Rudy's Restaurants.

More financial news, pages 44-45.

Tony Roma's wins top prize in Cleveland Rib Cook-Off

CLEVELAND — A Tony Roma's restaurant in Mayfield Heights, Ohio, won first place and the "Best Ribs in America" title in the 1987 National Rib Cook-Off here that ended Aug. 16.

Other winners were Geppetto's Pizza & Ribs, Cleveland, second; Mischa's Ribs & Roasts, Sydney, Australia, third.

Whitbread crosses Atlantic through Keg purchase

LONDON — Whitbread, the British brewer and T.G.I. Friday's franchisee here, is moving into the North American food-service market through the purchase of Keg Restaurants, an 83-unit dinner house chain based in Canada.

Whitbread, which operates the Beefeater family restaurant system in Europe, has agreed to pay the equivalent of $10.4 million (U.S.) for Keg. The chain operates eight units in Seattle and 75 in Canada.

B&I feeders add health, themed menus, study says

NEW YORK — A large proportion of business-and-industry feeders here are adding health-and-nutrition programs and themed menus in attempts to capture more patrons, according to a new study.

Laventhol & Horwath's "Business and Industry Foodservice Report 1987" found that health programs have been added by all respondents servicing law firm feeders, 83 percent of insurance company feeders, 57 percent of participants handling financial institutions, and 40 percent of participants serving corporations and banks.

More than four out of five respondents said they feature "theme days" as traffic boosters.

Convenient Food Mart opts to buy back licensee

ROSEMONT, Ill. — Convenient Food Mart Inc., a chain of 1,500 convenience stores featuring a take-out food line, has agreed to buy back its western New York licensee, C.F. Marts of New York Inc.

The deal involves 67 stores.

Compiled from staff and wire reports

McGee to be keynote speaker

NEW YORK — Gerald D. McGee, executive vice president and managing director of Ogilvy & Mather's Los Angeles office, will be the keynote speaker for *Nation's Restaurant News'* second annual Excellence in Television Advertising (EAT) awards in Los Angeles Sept. 29.

MUFSO '87

McGee, a founder of Ogilvy's new technologies group in New York, has worked more than 20 years in creative advertising, broadcast production, and managerial capacities at the agency. He was a major creative force in President Gerald Ford's 1976 election campaign.

McGee's address and the presentation of the awards, selected from some 150 chain entries in eight separate categories, will be among the highlights of *NRN*'s 28th annual Multi-Unit Food Service Operators (MUFSO) conference Sept. 27-30 at the Century Plaza Hotel, Los Angeles.

Details and registration information are available from *NRN*'s MUFSO coordinator, Chris Hernandez, at (212) 371-9400, extension 283 or 282.

FINANCIAL NEWS

NOTES AND EXPLANATIONS

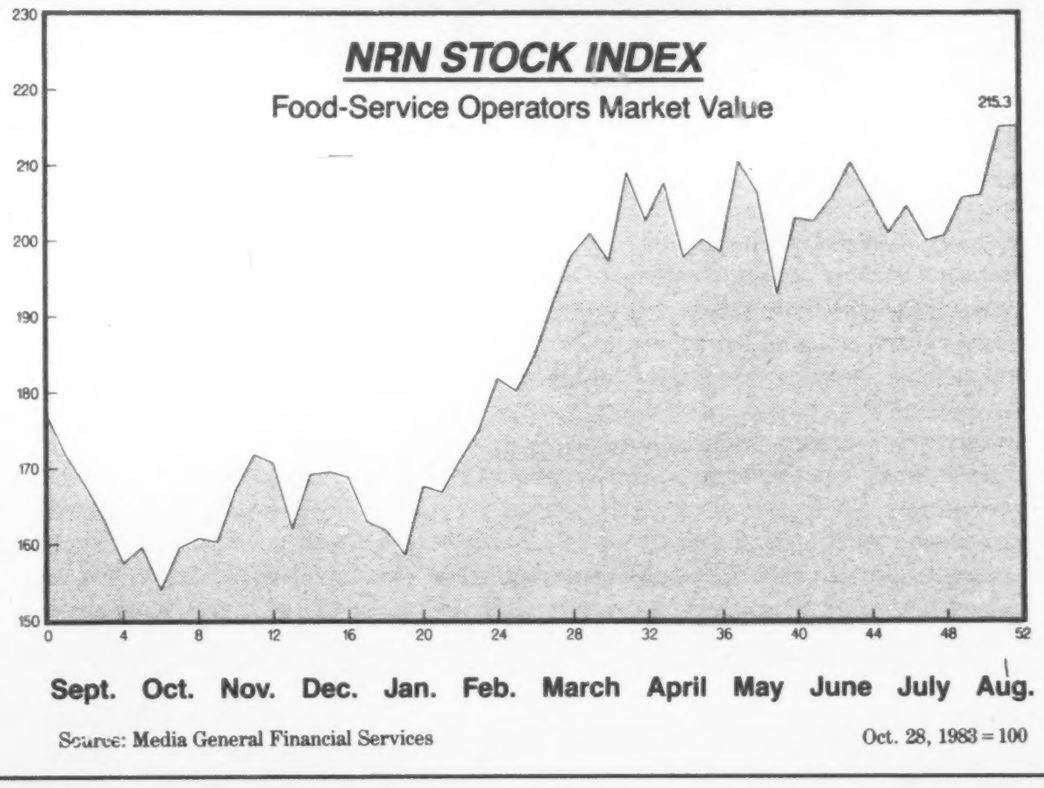
The *NRN* Stock Index: A market-value-weighted measure of equity prices at companies classified by *NRN* as food-service operators. It was calibrated at 100 as of Oct. 28, 1983. A reading of 150, for example, would indicate the collective dollar value of the represented companies is 50 percent more than the level of Oct. 28, 1983.

Volume Trend Leaders: Percentage change in trading volume from previous week to latest week. Based on data in column headed "% Shrs. Outstanding."

Top Percentage Price Gainers and Losers: Percentage change in share price from previous week to latest week.

Abbreviations: Amt—amount. P/E—price-earnings. Shrs.—shares. Vol.—volume. X-Dvd.—ex-dividend. (100)—in hundreds. NA—not available. NC—not calculable. NE—negative earnings. NM—not meaningful.

Source: Media General Financial Services Inc., Richmond, Va.



VOLUME TREND LEADERS

Piccadilly Caf	426.4	Famous Rest	172.3
Benihana Natl	250.6	Twistee Treat	133.3
Hamburg Hamlet	188.9	Bombay Palace	124.5
Morgan's Food	180.6	Hormel, George	118.8
Servico Inc	174.3	El Pollo Asa	112.2

TOP PERCENTAGE PRICE GAINERS

Famous Rest	24.5	Tyson Food Inc	11.8
Old Spag Wrehse	15.6	LDBrinkman Cp	11.8
Morgan's Food	13.6	Benihana Natl	10.8
Hamburg Hamlet	12.5	Rest Assoc B	9.2
Swensens Inc	12.5	Coors, Adolph	9.1

TOP PERCENTAGE PRICE LOSERS

Taco Villa	- 15.4	Twistee Treat	- 9.7
Jamco Inc	- 15.4	El Chico	- 8.9
Chefs Intl	- 14.3	Sandwich Chef	- 8.8
Bridgford Fds	- 11.5	Crescott Inc	- 8.7
Rudy's Restaurant	- 10.3	Sysco Corp	- 6.5

All figures represent weekly percentage change

Covering The Period 08/14/87 - 08/21/87

Name	STOCK PRICE High	Low	Close	Change Amt	Change Pct	52-Week High	52-Week Low	VOLUME Total Volume This Period	% Shrs. Outstanding	Average Daily Vol. Last 52 Week	Average Daily Vol. This Period	P/E Latest P/E Ratio	DIVIDENDS Indicated Dvd. Rate Amt.	Indicated Dvd. Rate Yield	Last X-Dvd. Date
-	$	$	$	$	%	$	$	(100)	%	(100)	(100)	-	$	%	-
Restaurants - NRN Stock Index															
Am Restaurants	.75	.75	.75	.00	.00	3.00	.75	0	.00	6	0	NE	.00	.0	00-00-00
Ark Restaur	4.63	4.50	4.63	.25	5.71	8.00	3.25	149	.45	65	30	NE	.00	.0	00-00-00
Assoc Hosts	10.75	10.63	10.63	.00	.00	11.25	8.00	386	.85	87	77	20.8	.12	1.1	06-09-87
Bob Evans Farms	25.50	25.25	25.50	.00	.00	27.25	18.00	1,342	.59	362	268	26.0	.28	1.1	08-03-87
Bombay Palace	7.00	6.75	7.00	.00	.00	8.50	4.00	665	2.29	116	133	25.0	.00	.0	00-00-00
Burger Kg MLP	18.00	17.50	17.88	.25	1.42	21.88	15.75	330	.71	112	66	13.0	1.89	10.6	09-01-87
Calny Inc	11.25	11.13	11.13	-.13	-1.11	12.13	6.75	1,236	2.61	425	247	NE	.16	1.4	07-29-87
Capt Crab	.63	.53	.53	-.03	-5.56	1.13	.50	470	.30	322	94	26.6	.00	.0	00-00-00
Chefs Intl	.22	.19	.19	-.03	-14.29	.50	.09	504	.26	378	101	NE	.00	.0	00-00-00
Chi-Chi's	8.50	8.38	8.50	.00	.00	8.50	6.50	7,048	2.60	1,862	1,410	NE	.00	.0	09-28-83
Chili's Inc	34.25	33.63	34.25	-.25	-.72	36.00	18.75	1,316	2.33	482	263	30.9	.00	.0	00-00-00
Churchs Fr Ch	11.50	10.88	11.00	-.38	-3.30	14.63	9.50	20,043	5.35	1,873	4,009	44.0	.46	4.2	07-27-87
Collins Foods	23.50	21.38	23.25	1.75	8.14	23.50	14.13	4,226	1.91	603	845	17.6	.16	.7	09-23-87
Consol Prods	5.00	4.75	5.00	.25	5.26	5.00	2.63	171	.52	34	34	9.3	.10	2.0	08-27-87
Consul Rest	1.25	1.13	1.13	.00	.00	3.13	1.00	1,193	2.22	148	239	NE	.00	.0	00-00-00
Cracker Barrel	19.25	18.75	19.25	.75	4.05	19.25	9.66	602	1.12	179	120	24.4	.10	.5	06-05-87
Cucos Inc	2.00	2.00	2.00	.00	.00	2.75	2.00	6	.03	17	1	NE	.00	.0	00-00-00
Dunkin Donuts	28.75	28.25	28.25	-.75	-2.59	34.25	26.25	3,106	4.27	405	621	16.8	.32	1.1	08-10-87
El Chico	5.50	5.13	5.13	-.50	-8.89	6.88	3.50	201	.43	160	40	NE	.00	.0	01-04-84
El Pollo Asa	4.50	4.13	4.38	-.25	-5.41	8.13	4.25	1,432	3.82	189	286	NE	.00	.0	06-25-85
Family Steak Hou	7.88	7.25	7.88	.50	6.78	10.16	2.91	2,097	1.93	628	419	78.8	.00	.0	06-11-87
Famous Rest	4.06	3.00	3.81	.75	24.49	3.81	1.69	3,067	5.12	231	613	NE	.00	.0	00-00-00
Fast Food Oper	.44	.41	.44	.03	7.69	.44	.16	300	.51	58	60	NE	.00	.0	00-00-00
Foodmaker	14.75	14.13	14.38	.25	1.77	14.75	11.00	1,371	1.10	NC	274	13.6	.00	.0	00-00-00
Frisch's	39.50	35.63	39.13	2.00	5.39	40.66	28.75	236	.50	48	47	67.5	.22	.6	06-26-87
Fuddruckers Inc	2.63	2.38	2.44	.00	.00	3.88	1.38	1,871	2.76	356	374	NE	.00	.0	00-00-00
Hamburg Hamlet	6.75	6.00	6.75	.75	12.50	6.75	4.00	249	.78	16	50	35.5	.00	.0	07-09-86
Intl Dairy Queen a	32.50	32.00	32.00	.00	.00	34.50	22.00	283	.29	97	57	23.4	.00	.0	00-00-00
Intl Kings Tab	20.75	20.00	20.75	-.25	-1.19	25.00	14.00	1,594	5.51	261	319	31.0	.00	.0	09-11-84
JB Restaurant	6.75	6.25	6.63	.00	.00	7.50	5.00	723	1.47	281	145	NM	.00	.0	02-10-86
Jerrico Inc	20.50	20.13	20.50	.25	1.23	25.38	17.88	8,244	3.87	1,605	1,649	17.2	.16	.8	08-20-87
Kapok Cp	5.13	4.38	4.75	.13	2.70	5.38	2.00	375	1.53	36	75	NE	.00	.0	00-00-00
Karcher Carl	20.13	19.38	19.63	-.13	-.63	20.13	9.09	3,642	3.42	576	728	NE	.00	.0	08-10-87
Lifestyle Rest	1.13	1.00	1.00	.06	6.67	1.75	.69	410	.72	75	82	NE	.00	.0	00-00-00
Luby's Cafe	31.63	30.75	31.50	-.13	-.40	32.88	25.00	616	.34	175	123	24.6	.50	1.6	09-04-87
Marcus Corp	18.75	18.00	18.50	.75	4.23	18.75	13.44	43	.06	85	9	17.6	.22	1.2	07-13-87
Marriott Corp	40.88	38.38	38.75	-1.88	-4.62	43.75	27.38	21,852	1.67	3,294	4,370	25.2	.16	.4	09-28-87
Maverick Rest	.88	.75	.88	.00	.00	1.88	.63	106	.21	32	21	NE	.00	.0	00-00-00
Max & Erma's	2.50	2.50	2.50	.00	.00	2.75	1.25	223	1.49	32	45	41.7	.00	.0	00-00-00
McDonald's Cp	60.88	58.75	60.00	.50	.84	60.88	36.94	33,734	1.78	7,121	6,747	22.5	.50	.8	07-23-87
McFaddin Ven	.94	.88	.94	.00	.00	3.88	.88	27	.05	50	5	NE	.00	.0	00-00-00
Morrison Inc	32.13	31.38	31.50	-.38	-1.18	32.13	21.13	1,888	1.31	490	378	21.0	.48	1.5	07-13-87
Morgan's Food	3.38	2.38	3.13	.38	13.64	3.38	1.25	2,554	2.61	154	511	39.1	.00	.0	00-00-00
Jamco Inc	.81	.69	.69	-.13	-15.38	1.25	.38	472	.99	141	94	NE	.00	.0	03-26-84
Natl Pizza	18.00	16.88	18.00	.00	.00	18.38	13.00	892	1.09	124	178	19.6	.00	.0	05-02-86
Old Fashion Fd	6.00	5.63	5.63	-.38	-6.25	6.25	4.25	127	.92	26	25	29.6	.00	.0	00-00-00
Old Spag Wrehse	9.25	8.25	9.25	1.25	15.63	9.25	3.25	307	2.04	52	61	NE	.00	.0	00-00-00
Pancho Mex Buffet	14.13	13.75	14.13	.38	2.73	15.75	9.50	156	.33	136	31	21.1	.13	.9	08-31-87
Panteras Cp	13.25	12.25	12.38	-.63	-4.81	15.25	5.00	1,643	2.93	412	329	41.3	.00	.0	06-12-84
Perkin Fam	11.50	10.63	11.50	.38	3.37	13.13	10.13	566	.56	NC	113	20.2	.85	7.4	06-24-87
Piccadilly Caf	18.75	16.75	18.00	.75	4.35	25.75	16.75	6,218	6.58	197	1,244	13.5	.48	2.7	09-04-87
Po-Folks	3.38	3.38	3.38	.13	3.85	6.50	2.38	245	.55	122	49	NE	.00	.0	00-00-00
RAX Restaurants	5.00	4.88	5.00	-.13	-2.44	7.00	4.63	401	.57	144	80	NE	.00	.0	00-00-00
Rest Assoc B	11.88	10.75	11.88	1.00	9.20	12.13	8.13	288	1.17	32	58	10.5	.30	2.5	03-09-87
Rest Mgmt	9.75	9.25	9.25	.00	.00	11.88	7.25	105	.25	96	21	18.9	.07	.8	07-02-87
Restec	2.75	2.75	2.75	.00	.00	3.00	2.75	3	.02	6	1	NE	.00	.0	00-00-00
Ritzys G D	1.06	.94	1.06	-.06	-5.56	1.50	.88	205	.33	62	41	NE	.00	.0	11-25-83
Rudy's Restaurant	4.63	4.38	4.38	-.50	-10.26	5.88	3.50	153	.43	46	31	62.5	.00	.0	00-00-00
Rusty Pelican	8.50	8.38	8.50	.13	1.49	10.00	5.00	260	.92	159	52	53.1	.00	0	00-00-00
Ryans Family	14.25	13.63	14.25	.25	1.79	14.63	6.66	7,130	1.37	3,502	1,426	52.8	.00	.0	05-21-87
Sandwich Chef	6.75	6.50	6.50	-.63	-8.77	8.88	5.25	99	.85	34	20	NE	.00	.0	00-00-00
Sbarro Inc	24.63	23.38	23.88	-.25	-1.04	24.75	11.00	561	.64	143	112	36.7	.00	.0	07-11-86
Sea Galley	2.38	2.38	2.38	-.13	-5.00	3.50	1.88	364	1.25	114	73	NE	.00	.0	06-02-81
Shoney's Inc	31.75	30.25	31.75	.75	2.42	33.25	24.00	7,885	2.18	1,129	1,577	25.8	.16	.5	06-12-87
Shoney's South	13.63	13.50	13.50	.00	.00	15.50	10.50	3,646	5.08	263	729	19.6	.00	.0	10-02-84
SIS Cp	4.25	3.75	4.25	.00	.00	8.00	3.75	60	.39	20	12	NE	.00	.0	00-00-00
Sizzler Rest	21.25	21.00	21.00	-.25	-1.18	23.25	13.75	1,532	.88	514	306	26.3	.00	.0	09-17-86
Skippers	7.75	7.75	7.75	.00	.00	9.50	7.00	116	.42	52	23	NE	.08	1.0	04-03-87
So Hospitality	2.00	1.88	1.88	-.13	-6.25	4.00	1.88	172	.34	91	34	NE	.00	.0	00-00-00
Stuff Yer Face	.16	.16	.16	.00	.00	.25	.13	15	.01	64	3	NE	.00	.0	00-00-00
Swensens Inc	1.13	1.13	1.13	.13	12.50	1.38	.63	163	.36	34	33	NE	.00	.0	00-00-00
Sybra Inc	16.25	15.75	16.00	.25	1.59	16.50	10.00	226	1.10	27	45	13.7	.00	.0	00-00-00
Taco Villa	2.75	2.75	2.75	-.50	-15.38	4.25	2.00	12	.01	15	2	NE	.00	.0	00-00-00
Taco Viva	1.63	1.38	1.63	.13	8.33	2.75	1.00	39	.12	44	8	NE	.00	.0	04-01-85
TGI Friday's	9.13	8.75	9.00	.00	.00	10.75	6.50	561	.50	173	112	50.0	.00	.0	00-00-00
TCBY Enterprises	14.75	14.50	14.50	-.13	-.85	19.34	10.50	4,661	1.80	1,607	932	36.3	.00	.0	04-27-87
TW Services	22.75	21.25	22.63	.38	1.69	23.00	14.13	10,972	2.26	NC	2,194	56.6	.08	.4	08-10-87
Twistee Treat	1.94	1.75	1.75	-.19	-9.68	4.38	1.75	7,810	4.34	872	1,562	NE	.00	.0	00-00-00
Two Peso	13.25	12.88	13.13	.00	.00	13.25	7.50	421	.61	NC	84	NM	.00	.0	00-00-00
Uno Restaurant	12.00	10.75	11.38	.88	8.33	12.00	8.13	1,060	2.49	NC	212	29.9	.00	.0	00-00-00
USACafes	9.75	9.00	9.75	.25	2.63	10.50	6.50	773	1.19	144	155	11.3	1.09	11.2	09-24-87
Vicorp Restaurants	11.75	11.25	11.25	-.50	-4.26	17.13	9.50	823	.96	660	165	NE	.00	.0	07-09-86
Wendys Intl	11.88	10.75	11.25	.13	1.12	14.25	9.00	26,220	2.74	4,180	5,244	NE	.24	2.1	08-03-87
Wstn Steer	15.50	14.50	15.25	1.25	8.93	15.50	8.81	575	3.08	68	115	21.5	.16	1.0	07-16-87
Winners Cp	3.50	3.25	3.25	.00	.00	4.50	2.63	479	1.19	81	96	NE	.00	.0	03-10-83
Hotels, Motels, and Casinos															
Brock Hotel	8.38	8.00	8.25	-.13	-1.49	11.38	7.50	389	.57	150	78	NE	.00	.0	06-26-86
Club Med	22.88	22.38	22.63	.00	.00	29.25	21.25	1,294	.94	135	259	17.0	.20	.9	01-29-87
Golden Nugget	12.13	11.25	12.00	.13	1.05	13.88	9.13	7,598	2.21	1,683	1,520	NM	.00	.0	07-18-83
Hilton Hotels	88.38	86.13	87.75	-.63	-.71	91.75	63.25	1,497	.60	572	299	20.1	1.80	2.1	08-31-87
Holiday Cp	31.75	28.75	29.88	-1.63	-5.16	32.50	11.63	4,320	1.84	NC	864	NA	.00	.0	00-00-00
La Quinta Inns	13.63	13.00	13.25	-.38	-2.75	14.63	11.25	3,031	2.20	409	606	44.2	.00	.0	02-09-82
Prime Mtr Inns	45.75	41.50	44.38	.50	1.14	46.50	24.50	7,676	2.61	1,078	1,535	27.2	.08	.2	06-26-87
Ramada Inc	9.63	9.00	9.38	-.13	-1.32	9.75	6.00	15,351	3.87	2,453	3,070	28.4	.00	.0	10-19-81
Resorts Intl A	61.75	60.00	60.88	.88	1.46	66.00	42.75	514	.90	386	103	NE	.00	.0	00-00-00
Servico Inc	16.50	15.75	16.50	.50	3.13	22.25	14.50	364	.96	42	73	NM	.00	.0	08-01-85
Sonesta Intl	15.50	15.50	15.50	.00	.00	22.00	11.00	41	.13	5	8	2.7	.20	1.3	06-08-87
Utd Inns	37.63	37.00	37.13	.00	.00	46.00	32.38	76	.29	45	15	NE	.00	.0	08-25-86
Other Cos - Food-Service Oper.															
Allegheny Bev	15.50	13.50	14.88	1.13	8.18	15.50	4.75	7,893	9.62	1,045	1,579	NE	.00	.0	10-14-86
Benihana Natl	5.63	4.88	5.13	.50	10.81	8.50	3.38	2,116	6.17	126	423	NE	.00	.0	00-00-00
Crescott Inc	3.00	2.63	2.63	-.25	-8.70	6.50	2.63	234	1.33	47	47	NA	.00	.0	00-00-00
Disney Walt Co	81.63	77.00	81.63	2.75	3.49	81.63	36.00	20,008	1.53	4,814	4,002	32.7	.32	.4	06-01-87
Flanigan Ents	5.50	5.25	5.50	.00	.00	6.75	3.50	81	.87	10	16	42.3	.00	.0	00-00-00
Gen Mills	62.13	56.00	61.38	3.88	6.74	62.13	37.38	21,882	2.48	2,888	4,376	24.6	1.60	2.6	07-06-87
Grace W R	74.50	70.63	71.13	-3.00	-4.05	74.63	45.25	7,293	1.73	2,496	1,459	NE	2.80	3.9	07-31-87
Hershey Foods	32.00	29.13	31.50	1.25	4.13	32.00	21.00	13,975	1.55	1,766	2,795	20.6	.62	2.0	08-19-87
Horn & Hardart	13.75	12.50	13.00	.50	4.00	19.25	10.63	5,857	4.07	1,221	1,171	NE	.00	.0	08-15-84
LDBrinkmn	7.38	6.50	7.13	.75	11.76	7.75	4.88	2,974	4.96	357	595	31.0	.00	.0	00-00-00
Ogden Corp	40.50	38.25	38.63	-1.00	-2.52	40.50	18.81	9,415	2.42	1,860	1,883	12.2	1.00	2.6	09-08-87
PepsiCo Inc	40.88	39.00	40.13	-.63	-1.53	41.00	24.50	35,707	1.37	8,425	7,141	20.1	.68	1.7	09-04-87
Pillsbury Co	48.88	46.75	48.25	.25	.52	48.88	32.44	15,270	1.77	3,010	3,054	23.0	1.00	2.1	07-28-87
RJR Nabisco	64.63	59.75	64.25	2.25	3.63	65.63	44.88	50,551	2.02	7,082	10,110	14.3	1.92	3.0	08-04-87
Southland Corp	75.75	75.13	75.38	-.25	-.33	80.25	44.00	2,800	.58	3,985	560	13.5	.00	.0	05-26-87
Vie de France	5.75	5.63	5.75	.00	.00	6.50	4.63	677	.64	191	135	57.5	.23	4.0	06-22-87
Manufacturers and Distributors															
Alco Standard	28.75	27.38	27.63	-1.00	-3.49	30.00	18.50	6,767	1.53	653	1,353	18.2	.64	2.3	08-21-87
Angelica	33.38	30.25	32.63	1.50	4.82	34.38	22.00	834	.90	179	167	17.5	.72	2.2	06-09-87
Anheuser Bu	40.13	38.00	39.25	.25	.64	40.13	22.94	28,173	.93	6,848	5,635	20.7	.60	1.5	08-04-87
Borden Inc	63.25	60.00	63.25	1.00	1.61	63.88	40.00	8,008	1.09	1,785	1,602	19.3	1.28	2.0	08-03-87
Bridgford Fds	18.25	16.00	17.25	-2.25	-11.54	20.50	5.50	49	.39	7	10	17.4	.00	.0	06-04-82
Campbell Soup	68.00	66.38	68.00	1.00	1.49	70.75	52.75	3,829	.59	902	766	19.6	1.44	2.1	06-30-87
Canandaigua B	14.13	13.63	13.75	-.50	-3.51	36.13	13.63	48	.25	16	10	12.4	.00	.0	00-00-00
Castle & Cooke	25.88	24.38	25.75	.75	3.00	26.50	16.13	4,965	1.05	1,342	993	46.0	.00	.0	09-03-82
Clorox Co	33.75	32.25	33.75	.88	2.66	36.00	22.50	6,618	1.24	1,599	1,324	17.2	.88	2.6	07-27-87
Coca Cola Co	51.88	49.50	50.50	.25	.50	51.88	32.88	55,184	1.46	9,104	11,037	19.3	1.12	2.2	09-09-87
Coors, Adolph	28.38	24.88	27.00	2.25	9.09	29.75	21.63	13,793	3.80	1,604	2,759	20.8	.50	1.9	01-26-87
ConAgra	32.50	31.13	32.50	1.25	4.00	34.00	24.81	10,559	1.59	1,685	2,112	17.6	.58	1.8	07-20-87
Corning Glass	74.50	70.50	70.50	-3.75	-5.05	77.00	46.63	9,274	2.00	1,973	1,855	20.7	1.40	2.0	08-31-87
CPC Intl Inc	57.88	54.38	57.00	.50	.89	58.50	28.25	9,371	1.14	5,937	1,874	14.0	1.24	2.2	03-25-87
Dean Foods	36.88	35.50	36.25	.13	.35	38.50	25.13	823	.31	339	165	23.7	.54	1.5	08-17-87
Doskocil Cos	9.13	8.75	9.00	.13	1.41	14.38	8.75	138	.23	73	28	NE	.00	.0	04-21-87
Ecolab Inc	33.75	31.50	33.38	1.38	4.30	33.75	20.75	3,082	1.14	955	616	20.4	.58	1.7	06-17-87
Fleming Cos	41.50	40.50	41.25	.13	.30	45.88	31.00	2,601	1.18	519	520	22.7	1.00	2.4	08-14-87
Fort Howard	62.00	58.00	61.25	.63	1.03	62.00	42.88	4,865	.72	1,418	973	28.2	1.08	1.8	06-29-87
Heinz, HJ	51.25	48.38	50.50	.63	1.25	51.25	38.25	10,065	.78	2,488	2,013	20.4	1.12	2.2	06-16-87
Hormel, George	28.00	26.88	27.88	1.00	3.72	28.00	14.81	2,669	.35	212	534	27.1	.30	1.1	07-13-87
Intl Multifood	35.75	33.63	34.88	-.13	-.36	39.25	22.50	2,545	1.76	541	509	9.1	1.18	3.4	06-22-87
James River	36.38	34.13	36.25	.25	.69	43.75	29.63	12,984	1.58	3,221	2,597	17.9	.40	1.1	07-17-87
Kellogg	67.00	64.63	66.00	.50	.76	68.75	42.25	8,128	.66	1,887	1,626	22.2	1.36	2.1	05-28-87
Kraft Inc	61.38	59.75	60.50	.38	.62	65.00	47.13	23,218	1.72	3,736	4,644	23.3	1.88	3.1	08-11-87
Litton Ind	106.50	101.50	102.63	-3.63	-3.41	108.25	71.75	3,479	1.35	901	696	20.9	.00	.0	05-21-85
Manitowoc	23.00	22.50	23.00	.00	.00	23.00	17.00	1,047	.96	419	209	21.3	.80	3.5	05-26-87
McCormick	51.63	50.38	51.50	1.00	1.98	51.50	39.00	1,909	1.59	423	382	18.5	1.00	1.9	06-17-87
Oneida Ltd	19.50	17.88	18.63	-.50	-2.61	19.63	7.91	2,069	2.42	204	414	NE	.40	2.1	08-10-87
Philip Morris	113.50	102.38	111.50	7.63	7.34	113.50	63.00	53,895	2.26	8,264	10,779	13.1	3.00	2.7	06-09-87
Proct & Gambl	102.38	98.75	101.38	-.38	-.37	102.38	65.88	27,757	1.65	3,886	5,551	54.2	2.70	2.7	07-20-87
Quaker Oats	57.38	54.63	56.75	.88	1.57	57.63	32.63	10,118	1.28	2,393	2,024	18.4	.80	1.4	06-17-87
Ralston Purina	91.00	87.13	90.63	1.75	1.97	91.00	60.00	7,532	.99	1,987	1,506	16.7	1.24	1.4	07-28-87
Reynolds Metal	52.50	49.25	51.50	.50	.98	54.25	19.63	15,241	2.85	3,526	3,048	10.1	.60	1.2	07-02-87
Rykoff-Sexton	32.25	31.00	31.13	-.63	-1.97	32.25	22.13	734	1.06	209	147	27.3	.60	1.9	06-29-87
Rymer Co	20.63	19.13	20.63	1.38	7.14	24.13	15.38	82	.27	44	16	NE	.00	.0	04-30-84
Sara Lee	47.25	44.63	46.88	.38	.81	49.13	29.25	13,594	1.27	2,489	2,719	19.9	1.00	2.1	08-26-87
Scott Paper	82.63	80.63	81.13	-1.13	-1.37	82.63	58.75	6,047	1.66	1,194	1,209	15.5	1.36	1.7	08-24-87
Shelby Wms	22.13	19.63	21.13	1.25	6.29	22.13	14.38	1,135	1.10	359	227	23.0	.24	1.1	07-27-87
Smucker, J.M.	54.00	51.13	54.00	2.00	3.85	54.00	37.25	291	.40	65	58	22.4	.72	1.3	08-12-87
Staley Cont	30.88	29.13	29.88	-.25	-.83	34.63	23.63	5,706	1.97	1,615	1,141	22.0	.80	2.7	08-11-87
Sysco Corp	40.75	37.13	38.00	-2.63	-6.46	41.50	26.25	3,268	.73	671	654	27.1	.28	.7	07-27-87
Tyson Food Inc	20.38	18.00	20.13	2.13	11.81	23.25	15.00	14,088	3.30	1,773	2,818	20.1	.04	.2	04-16-87
Wellbilt Cp	23.50	22.75	22.75	.00	.00	23.50	12.34	1,184	1.49	182	237	15.8	.00	.0	07-27-87
Wilson Foods	9.75	9.25	9.75	.38	4.00	12.38	8.88	5,405	5.32	792

TRENDS

A *Bar Management* roundup featuring news on bottled water, the cola wars, the soft drink industry and the effects of no-smoking ordinances.

Ten-year trends for top beverages

According to the analysts at Furman Selz Mager Deitz & Birney, Americans more than tripled their consumption of bottled waters over the past ten years—making it the top gainer among leading beverages. Their ten-year studies show five in the group are up (chart) and five slid in per-capita intake.

What we drink —and how much
(Estimated per capita gallons)

	1986	1976
Soft drinks	42.1	28.6
Coffee	25.4	29.4
Beer	23.9	21.8
Milk	20.3	21.9
Juices	6.3	6.8
Powdered drinks	6.1	5.5
Bottled water	5.7	1.5
Wine	2.5	1.7
Distilled spirits	1.6	2.0

Source: Furman Selz Mager Deitz & Birney

Men spend more for food and drink

And on entertainment, too, according to a recent study by the Bureau of Labor Statistics. Its poll of 2,443 households for a Consumer Expenditure Survey indicates these statistics: Seven percent of a typical man's budget goes to food/drink/entertainment vs. just 3 percent of the average woman's budget. Men eat out more often and outspend women nearly 2-to-1 for food away from home. When it comes to alcohol, men dole out 5 percent of their available dollars for it, compared with just 2 percent by women.

The Wall Street Journal pits Pepsi against Coke

The *Wall Street Journal* recently hired Marketing Spectrum, in Atlanta, for a pocket survey of 100 people in a head-to-head taste-test comparison of Coca-Cola and Pepsi. The pollster divvied its sample evenly between the two contenders and found taste-testing sometimes leaves flat results. Among the *Journal*'s findings: (1) Surveyors had to interview 450 mall shoppers to uncover two who admitted to being New Coke drinkers. (2) But New Coke actually pulled 41 thumbs-up votes, vs. 39 for Pepsi and 20 for Coke Classic. (3) Ice and temperature can change results (and people's minds) about what they like.

We drank 1.4 gallons more soft drinks in '86

The top 10 soda brands

Brand	Market Share 1986	1985
Coke Classic	18.9%	5.9%
Pepsi	18.5	18.6
Diet Coke	7.1	6.0
Diet Pepsi	4.3	3.6
Dr Pepper	4.1	4.0
Sprite	3.6	3.7
7-Up	3.5	4.1
Mountain Dew	2.6	2.6
New Coke	2.3	15.0
RC Cola/Cherry Coke	1.7	1.7

Every day Americans drink 36.8 million soft drinks (measured in can-size gulps), according to industry estimates. That translates to 42.2 gallons of soda consumption a year by each of us—1.4 more gallons than we put away last year, according to Furman Selz Mager Deitz & Birney. Ten years ago per-capita consumption of soft drinks was just a sip under 29 gallons a year, and the trend continues to rise steadily.

No smoking: no business

Bob Spivak, cochairman of the Beverly Hills Restaurant Association, says that since the April ordinance banning smoking altogether in local restaurants 10 percent of the city's restaurants were off 10 percent, 75 percent say they're down between 10 percent and 30 percent, and 15 percent report sales had dropped by 30 percent and more.

The hard facts about wine cooler drinkers

A 1986 study by *People* magazine (conducted by Yankelovich Clancy Shulman) finds 41 percent are "frequent" cooler drinkers and account for 79 percent of all wine cooler consumption today.

- Forty-one percent drink coolers once a week, and half say they consume several times each week.
- Thirty-six percent alternate between two brands, 30 percent try three or more, and 29 percent stick with a single brand of cooler.

TRENDS

A look at who drinks wine with meals, the return of 'stylish' cocktails, current trends in wine cooler sales, women and wine and beer exports.

Seven in 10 drink wine during meals

According to the Winegrowers of California, fully 69 percent of Americans who drink wine regularly (approximately 51 million people) take it with their meals. But consumption of wine in the United States pales in comparison with that in other countries, it seems. Per-capita consumption in Italy is nearly 10 times greater.

Drinks of '30s and '40s to make comeback

So says Faith Popcorn, a New York marketing consultant with the Brain Reserve. She predicts that "drinks with style, such as the martini and Sidecar," will knock 'em dead in the coming decade of the 1990s, just the way they did in the '30s and '40s. In her view: A decided trend toward tastier, bolder food and snazzier cocktails is evident now, and trends run in cycles. Coming back with the martini, she says, is touch dancing and big-band music. A *Discus* survey of 15 major cities to determine favorite local cocktails, in fact, finds Tom Collins is still king among Los Angeles natives and a dressed-up vodka martini is the top order at Washington, D.C., bars today.

Competition heats up in wine cooler category

Over the next five years, despite a slowdown in the torrid rate of double-digit annual gains, wine coolers are expected to jump 33 percent, to 200 million gallons. That translates to 170 million cases, more than twice 1986 sales of 75 million cases, according to *Marketwatch*. Six companies now account for 85 percent of the business, but watch for some realignment this year on two fronts, the experts predict: (1) Currently fourth-ranked Seagrams is putting $40 million in advertising and $40 million in promotion behind its cooler line in a bid to move into the second slot. (2) The beer makers are mounting a charge with their own lines of coolers. Anheuser Busch is pushing its ninth-ranked Dewey Stevens Premium Light cooler into bars by making it available in kegs this year, and Stroh's White Mountain is already selling on tap in selected markets. Now Miller is trying out Matilda Bay cooler in four test markets.

9 of 10 women order wine in restaurants

When *Mademoiselle* magazine conducted a survey involving 1,000 of its Career Marketing Board two years ago, 666 replied.

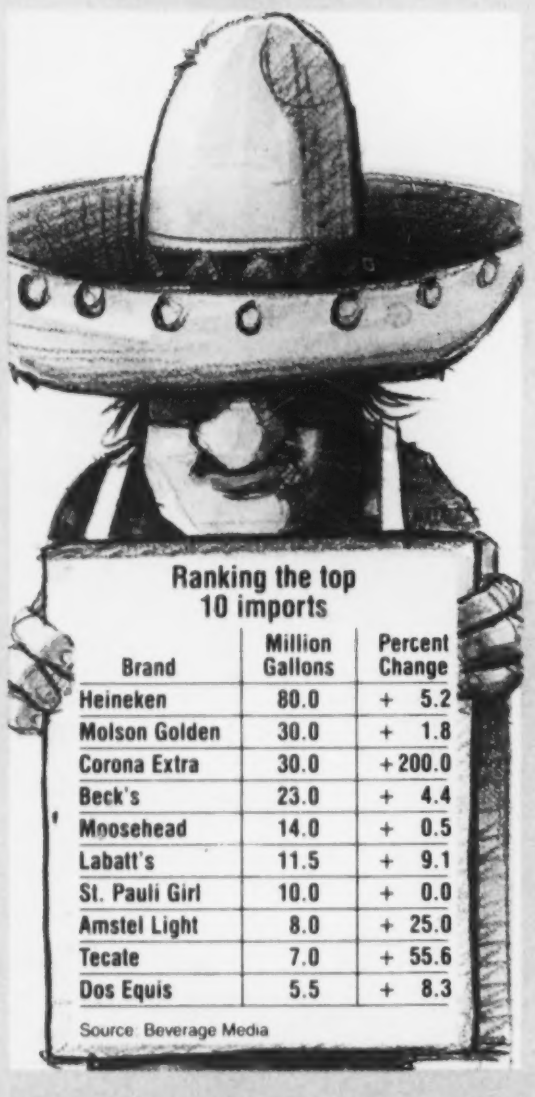
Women's at-home wine/beer preferences

WINES	
White wine	94%
Champagne/Cold Duck/Sparkling	86
Red wine	79
Rose	52
Wine coolers	43
Others (port, sherry)	42
Aperitifs	37
BEERS	
Regular beer	75
Light beer	68
Imported beer	64
Ale	14
Alcohol-free malt beverage	4

Source: *Mademoiselle*, April 1985

Nine of 10 said they order wine in restaurants with lunch or dinner, and 85 percent order cocktails. Almost half (48 percent) drink a before-dinner cocktail at least once a week, yet less than half (37 percent) call for specific brands when they order, the study revealed. At home, women lean heavily toward liqueurs and cordials (73 percent say so), light rum (60 percent), imported vodka (55 percent).

The top 10 imported beers



Ranking the top 10 imports

Brand	Million Gallons	Percent Change
Heineken	80.0	+ 5.2
Molson Golden	30.0	+ 1.8
Corona Extra	30.0	+ 200.0
Beck's	23.0	+ 4.4
Moosehead	14.0	+ 0.5
Labatt's	11.5	+ 9.1
St. Pauli Girl	10.0	+ 0.0
Amstel Light	8.0	+ 25.0
Tecate	7.0	+ 55.6
Dos Equis	5.5	+ 8.3

Source: Beverage Media

Last year Mexico stepped in front of Germany among the top exporters of beer to the United States, according to *Beverage Media*—just behind the Netherlands and Canada. Overall, three of the best-selling imported brews were Mexican labels—Corona Extra, which jumped from 10th to third place since 1985 (with a 200-percent increase in gallons shipped); Tecate; and Dos Equis.

WEST COAST RESIDENTS HEAD LIST OF TOP WINE DRINKERS

Most of the 200 million cases of wine consumed yearly is sold in the nation's bigger cities, with individual wine drinking highest in the Western part of the country.

More bottles of wine are sold today in the 10 American cities with the highest population than anyplace else in the nation. But Westerners drink more wine per household every day than do residents of other parts of the country, according to a study by the Million Market Newspapers.

The top 10 cities *(see chart below)* sold 44.3 percent of all wines two years ago and more than half (50.7 percent) of all sparkling wines. Measured by household consumption, however, seven of the 10 largest wine-drinking cities are on the West Coast, and nine of 10 are in the Western portion of the country.

Westerners drink 1½ to 2 times more wine than do wine-lovers around the rest of the country. San Francisco residents sip nearly three times more sparkling wine than the national average, and according to the MMN study, the ratio holds at twice the average in Honolulu, Los Angeles, Fresno, Bakersfield, Santa Barbara, and San Diego.

All told, Americans are now drinking nearly 200 million cases of wine (domestic and imported) a year, which outstripped distilled spirits by about 40 million cases in 1985.

According to Simmons research (1984), approximately 50,609,000 Americans drink domestic wines regularly today, and 31,912,000 opt for imported table wines. More than 15 million people say they drink domestic table wines at least three times a week, and somewhat more than half (7.7 million) quaff imported wines that often or more.

Simmons counts up 25 million domestic red wine drinkers, 23.2 million for rosé, and 35.8 million who prefer white. (Those ratios are similar for imported wine drinkers, too.)

Table and sparkling wine drinking follows a similar geographical pattern—heaviest overall in major cities and individually in key West Coast areas.

But personal tastes for dessert wines shift to second- and third-tier cities with a heavy Southern accent, studies indicate.

WHAT WINES AMERICA DRINKS

ALL WINE

Rank	Cases sold	Household Consumption Index
1	Los Angeles	San Francisco
2	New York	Las Vegas, Nev.
3	San Francisco	Los Angeles
4	Chicago	Fresno, Calif.
5	Boston	Bakersfield, Calif.
6	Philadelphia	Sacramento, Calif.
7	Washington	San Diego
8	Detroit	Seattle
9	San Diego	Boston
10	Seattle	Denver

TOTAL U.S CASES: 193,355,000

TABLE WINE

Rank	Cases sold	Household Consumption Index
1	Los Angeles	Las Vegas, Nev.
2	New York	San Francisco
3	San Francisco	Los Angeles
4	Chicago	Fresno, Calif.
5	Boston	Bakersfield, Calif.
6	Philadelphia	San Diego
7	Washington	Seattle
8	Seattle	Portland, Ore.
9	San Diego	Boston
10	Detroit	Honolulu

TOTAL U.S. CASES: 152,407,000

SPARKLING WINE

Rank	Cases sold	Household Consumption Index
1	Los Angeles	San Francisco
2	New York	Honolulu
3	San Francisco	Los Angeles
4	Chicago	Fresno, Calif.
5	Detroit,	Bakersfield, Calif.
6	Boston	Santa Barbara, Calif.
7	Philadelphia	San Diego
8	San Diego	Stockton, Calif.
9	Houston	Chicago
10	Dallas	Detroit

TOTAL U.S. CASES: 16,176,000

DESSERT WINE

Rank	Cases sold	Household Consumption Index
1	New York	Anchorage, Alaska
2	Los Angeles	Albuquerque, N.M.
3	Chicago	Raleigh/Durham
4	Detroit	Little Rock, Ark.
5	Philadelphia	Charlotte, N.C.
6	Boston	Phoenix, Ariz.
7	San Francisco	Providence, R.I.
8	Washington	Detroit
9	St. Louis	Tucson, Ariz.
10	Phoenix, Ariz.	Greensboro, N.C.

TOTAL U.S. CASES: 21,779,000

Source: "Marketing & Media Planning Guide," Million Market Newspapers Inc. 1986; The Wine Handbook, 1985.

CORDIALS MAKE JUMP TO ALL-PURPOSE MIXERS

"If anyone suggested four or five years ago that you'd be pouring more cordials and liqueurs over the weekend than shots of bourbon or whisky, you'd probably have sized him up for one of those special white jackets," a major cordials supplier said.

But today that's the way it is at a growing number of bars and lounges around the country. Cordials have jumped the gap from afterdinner aperitifs to all-purpose mixers in many of today's most popular flavor concoctions.

Three years ago Simmons pegged the market for domestic cordials and liqueur drinkers at 22,994,000 and another 18,017,000 for imports, but that was just about when fruit-flavored schnapps started to take off. Since then, according to industry estimates, cordials-based drinks and straight-ups have swelled market-size by as much as 20 percent to 30 percent.

Cordials-based drinks and straight-ups have swelled market size by as much as 20 percent to 30 percent.

In fact, cordials are one of the few spirits categories that continue to project sales growth into the '90s. And the reasons are manifold:

Cordials are year-round drinks. Today they cut across all demographics and meet practically all of today's criteria for drinking. They're colorful, mixable, high in flavor, and low in alcoholic content.

They can be promoted easily on multi-type drink menus during cold and hot seasons.

They're now widely used as key ingredients and as freestanding beverages in the popular, high-profit specialty drink category.

More women are drinking cordials and liqueurs now than ever before, and more women are influencing men to join them, especially among younger age groups, studies show.

Women set the pace: More than one in every three women recently polled by *Mademoiselle* magazine admits she's tried a "new drink" in the past 12 months, and the majority put cordials at the top of their lists.

In fact: cordials and liqueurs were No. 1 in the magazine survey, polling 36 percent of all new drinks mentioned (followed by rum-based drinks, 12 percent; vodka-based drinks, 11 percent; "Long Island Iced Tea," 9 percent; and margaritas, 5 percent).

When women drink cordials and liqueurs, more than half (56 percent) combine at-home and outside entertainment occasions, and nearly one in three (27 percent) drinks

The top-selling cordial flavors*

Flavor	Number of Drinkers in Millions
Creme de Cacao	9.7
Peppermint	9.4
Blackberry	5.1
Anisette	4.9
Apricot	4.4

Source: Million Market Newspapers, 1986

*1984-85 data, do not reflect explosive gains in peach flavors.

them only at restaurants and bars, they say.

Clearly, the experimental urges of today's younger drinkers lean more toward sweeter, flavored drinks, but the trend is also gaining among other age groups, leading supliers report. Mike Smith of Belx liqueurs points out that "everybody wants to know what the new lightning in the bottle of the moment is." And cordials are usually at the root of the latest Fuzzy Navel, Cremecicle, or Long Island Iced Tea.

Pat Nilson, vice president and national sales manager for the Leroux cordial line at Jos. E. Seagram & Sons, adds: "That's why the smart lounge and bar operators today are promoting cordials and cordial-based specialties regularly. They're low in proof and meet consumer demands for specialty drinks that don't require an 'acquired' taste."

Police overassortment: To keep pace with rising demand for special flavors, bars have been adding to their stock over the past two or three years. "It's been a very volatile period," says Smith at Belx, "and a lot of operators may be carrying duplicates of flavors that aren't selling."

Nilsen at Leroux agrees: "There's also been a dramatic change in the cordials line since the late '70s especially...and operators ought to be reviewing their 'spec' lists much more frequently to make sure they're not carrying unnecessary stock."

Ten years ago, sloe gin and blackberry brandy were big-sellers. Today, peach and peppermint schnapps are the center of specialty drink demand.

And the "right mix" for cordials /liqueurs will vary, suppliers note—by location, type and size of bar, as well as the customer base.

"A 'gathering place' should be heavily stocked with cordials and schnapps to satisfy the younger crowd," says Leroux's Nilsen. "At least eight flavors. An upscale lounge catering to a more mature guest may need peach or peppermint only."

The key, he says, is to stay on top of customer mix and demands...and to bring in flavors that are on-call.

Year-round sellers: According to all estimates, cordial sales will continue to run ahead and against the trends for other reasons. For one, they have long shelf-life and year-round appeal.

"As a rule, they're promotable anytime of year—as cold mixes and stand-ups during the summer and as hot, creaming winter or cold-weather concoctions," says Smith at Belx.

The top-selling proprietary cordials

Brand	Number of Drinkers in Millions
Kahlua	13.0
Bailey's Irish Creme	10.1
Amaretto	8.8
Grand Marnier	5.2
Drambuie	4.8
Southern Comfort	4.7
Triple Sec	4.3
Galliano	4.0
B & B	3.7
Tia Maria	3.6

Source: Million Market Newspapers, 1986

BRIEFS

Something new is brewing: One version is called Britts Iced Tea—a lightly carbonated low alcohol (4 percent) malt beverage with an iced tea flavor (in cans and bottles). It's a takeoff on a similar concoction that was marketed five years ago by Lipton (the tea people) and Pittsburgh Brewers (the beer people). Called Kjirst, the drink flopped in early tests. But the newest version had a trial run in Pittsburgh in May and rolled out in New Orleans and Phoenix, Ariz., over the summer. The results so far are uncertain. But the tea-beer mix has a relationship to another popular mixed-up drink that caught on this year: Long Island Iced Tea (with no tea in its ingredients), which includes a combination of clear liquors and a splash of cola.

* * *

When it comes to mixers: Most Americans say "Canada Dry," according to a recent survey by *Beverage Industry.* Two years ago Canada Dry had a 69.7-percent share of market, with 154 million cases, and Schweppes was second at 22.4 percent, with 49.6 million cases. No. 3 in the mixer wars is comparative newcomer Seagrams, with 6.1 percent of sales (13.5 million cases).

* * *

More fizz in local brand soda sales: Last year the top 10 soda labels sole 4,793 million cases, or 66 percent of the total 7,200 million cases sold nationwide. Growth for the big-volume sodas inched up a bare 0.5 percent, however, while all other labels popped for a 13.4-percent gain, according to *Beverage World.*

* * *

When spirits are advertised: According to a Newspaper Advertising Bureau analysis, total spending for alcoholic beverages in the U.S. last year topped $1.4 billion. Here's the breakdown: (1) $547.7 million on network television, (2) $250.8 million on spot television, (3) $225 million on magazines, (4) $177.9 million on spot radio, (5) $78 million on newspapers, (6) $62.8 million on outdoor billboards, (7) $34.6 million on cable networks, and (8) $24.5 million on network radio. Beer makers split spending between network (43.1 percent) and spot television (24.5 percent), and wine marketers put 63 percent of the industry's $263.5 million spending in national television. But most liquor advertising for nonalcoholic preps and mixes went into magazines—$169.8 million, or 63.6 percent of the $225 million spent.

* * *

Watch low-calorie beers grow: According to *Beverage Industry,* low-calorie beers grew from 20.5 percent of total beer volume to 22.1 percent over the past year. From 1985 to 1986 top brewers noted reduced calorie beers have been quietly growing four times faster than imports (which climbed from 4.3 percent to 4.7 percent of sales).

9/10/87 C5150-5

New open kitchens bring chefs upfront
Focus/After Page 46

Academic k... offers challe...
Equipment Corner/Page 17

...s new profile ...restaurants
...t from Europe/Page 40

MS. JEANNE LONG
CONGRESSIONAL INFO. SERV INC
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814
NR
00063160

Nation's
Restaurant News®

NATION'S RESTAURANT NEWS 20 1967-1987

The Weekly Newspaper of the Food-Service Industry

Vol. 21, No. 37 | Published every Monday by Lebhar-Friedman Inc.; $2 a copy, $21.50 a year | September 7, 1987

Kirkland Roaster & Ale House at night.

NRN Photo

Rotisserie beguiles Roaster

By Alan Liddle

KIRKLAND, Wash. — The star attraction at the new Kirkland Roaster & Ale House—a rotisserie—demands the sort of attention normally reserved for a pouting box office ingenue.

"There is no question that a rotisserie is extremely difficult to manage," confirmed Tim Firnstahl, co-owner of the popular eight-month-old restaurant and bar in this Seattle suburb on the shores of Lake Washington. He added it took six months and a generous infusion of American parts just to get the used French cooking device to operate correctly.

Explaining rotisserie cooking re-

*(See **ROASTER**, page 104)*

Australia sales slump tied to tax crackdown

Special Report

By Charles Bernstein

SYDNEY, Australia — Restaurant sales in Sydney and Melbourne—Australia's two major cities—have been knocked for a loop by the total elimination of business-related meal and entertainment tax deductions.

Also affected are restaurants in Brisbane; the Gold Coast gambling strip south of Brisbane, where high rollers try their luck; Adelaide; Townsville; Cairns; Darwin; Perth; and Hobart on the island of Tasmania.

"It's having a terrible effect on restaurants," declared one leading restaurant official here. "The net bottom line is a loss."

Sales are reported off 25 to 55 percent at many downtown restaurants.

The two-year-old tax reform bill passed by the Labor government to provide more revenue for Australia has resulted in a number of restaurant closings, general sales declines in better restaurants, as many as 20,000 jobs lost, and an estimated $400 million (U.S.) decline in food-service revenue since 1985.

This decline is nothing short of a ca-

*(See **AUSTRALIA**, page 95)*

Marriott's new airport club shows innovative streak

By Peter J. Romeo

KANSAS CITY, Mo. — Marriott Corp., in the latest extension of its existing business lines, has woven components of two disparate operations into a new hospitality concept similar to airlines' private airport lounges.

The test facility, at Kansas City International Airport, combines food service from Host, Marriott's airport concessionaire, with several amenities from the conglomerate's hotels and resorts business.

The private Marquis Club provides travelers with a place to have a sandwich, check into or out of local Marriott hotels, make dinner reservations, rent a car, or type a report.

"This is the first of its kind. If it's successful, we'll probably duplicate it in other hub cities," said a spokeswoman for Marriott Hotels and Resorts' Midwestern division, which has operational responsibility for the facility.

Marriott, the nation's third-largest food-service concern, recently branched into the development and operation of food courts and reentered the free-standing dinner house market by developing a concept called Liberty Street.

The conglomerate is also de-

*(See **MARRIOTT**, page 95)*

Dairy buys Bresler's chain

Stanley Bresler to focus on convenience stores

By Ken Frydman

DES PLAINES, Ill. — Stanley Bresler has agreed to sell his 300-unit, 30-state Bresler's 33 Flavors Ice Cream Shop chain in order to concentrate on his real-estate holdings and his 1,500-unit Convenient Food Mart food store chain.

The private Bresler company did not disclose details of the Sept. 1 sale to the 50-year-old, family-owned Oberweis Dairy of Aurora, Ill.

Bresler's, founded in 1963, will gross approximately $42 million this year, according to David Lasky, who, with the sale, was promoted from executive vice president to president of Bresler's.

"The Oberweis family wants to expand the product mix and add a minimum of 25 licensed Bresler's stores in 1988 and 50 to 100 a year after that," said Lasky, who will retain Bresler's executive staff.

Bresler's, which franchises 297 of its 300 stores, will expand through franchising, multiple licensing, and the "within-a-store" concept. Bresler's has opened four units within Taco John's fast-food Mexican stores and plans to open 10 more of the joint units throughout the West next year.

Bresler's will expand through franchising, licensing, and the 'within-a-store' concept.

The Breslers and Oberweises first started talking about acquisition last December, when Jim Oberweis, the majority stockholder of both the family dairy and brokerage firm, engineered the takeover of Roney Oatman Ice Cream Co., one of Bresler's primary Midwestern suppliers. Stanley Bresler, his father, and two uncles had sold their own dairy four and one-half years earlier.

Stanley Bresler, president and chairman of Bresler's since his term as International Franchise Association president expired in 1985, will now devote much of his attention to Convenient Food Mart, which he cofounded.

Convenient Food Mart, the nation's third-largest convenience store system behind 7-Eleven and Circle K, has been aggressive in adding food-ser-

*(See **BRESLER'S**, page 104)*

FOOD WATCH

Punt or pass the pasta

When feeding the monstrous appetities of National Football League players—who routinely weigh between 250 and 300 pounds each and have nicknames such as The Refrigerator—one should have truckloads of steaks and potatoes on hand, right? Not necessarily.

According to a survey conducted by ARA Services, which provides three NFL teams with their training camp feasts, these delicate eaters are consuming less meat in favor of fish, poultry, and pasta.

At the Minnesota Vikings camp, Alaskan crab legs top the list of seafood favorites followed by walleye pike, shrimp, salmon, lobster, and catfish. Turkey is the preferred lunch sandwich ingredient, while the team will eat almost two tons of watermelon during the six-week camp.

Pasta is a big favorite at the New York Jets camp, with seafood and poultry more requested than beef. Fried foods are out, while cranberry juice and a 28-item salad bar are popular.

The new England Patriots will consume about 800 pounds of baked fish during their preseason training. Scrod, swordfish, and sole top the list. Poultry, pasta, and ice cream are also popular.

—Rick Van Warner

TOP SUPPLIERS TO BE CHOSEN AT MUFSO — Page 2. FULL LINEUP — Page F24.

INSIDE NRN

News

Baltimore units get smoking ban exemption 17
Piccadilly Cafeterias names Powell vp 18
'Off-the-beaten-track' restaurant fades away 29
Pan-Bake invitational cooks up winners 30
Beau Sejour owner opens second unit 35
Fast-a-Food sculpts niche in Chicago 39
Papa Gino's in fifth year of charity drive 42
Aussies make counterattack on U.S. scene 95

Focus

Cover Story/Kitchen trends F1
Cafe Society: not just another pretty face F1
Royal's open hearth surgery F6
Pyles smoking at Baby Routh F10
McCall carries the Ryan's torch F12
Ryan's conquers Rian's on rights F12
Convenience store food sales up in '86 ..... F17
Pictures in the News/Taste of L.A. F21
NAFEM schedule F23

Columns

Bernstein/Distributor combo: Smaller is better 7
Van Warner/Academic kitchen: less than ideal 17
Martin/Soufflés sell at Taste of L.A. 35
Rankin/Does the industry cry wolf again? 36
Curtis/'Jumbo' wave breaks on Seine's shores 40
Hochstein/Breakers' clients demand the best 73

Food Trends

Fabricant/East meets West: styles, ingredients 11
Frumkin/Froissart emphasizes local products 11
What's Hot/Indianapolis 11

Advertising and Promotions

Alva/KFC's budget for little sandwich 12
Marketing Digest 12
Ad Watch/Rax Restaurants 12

Financial

Long John Silver tries Wall St.'s patience 102
Oil prices fuel or foil El Chico's hopes 102
Financial Digest 102
Stocks table and chart 103

Features

Letters 7
Reporters' Journal 7
F.I.R.S.T. instructions 29
MUFSO schedule F24
Restaurant Openings 76
On the Move: Suppliers 79
Product News 80-84
Classified 89-94
Advertiser Index 102

NRN Directory

For your own subscription to *Nation's Restaurant News*, call toll-free 1-800-262-9500

All other business, call 212-371-9400 and extension:

Newsroom 285
Display Advertising 404
Classified advertising 492
Subscription problems 419

Service ideas sought

Service seems to be deteriorating at many restaurants these days, and complaints of unhappy experiences abound. Fortunately, there is another side to the coin, that of dedicated service and employees going out of their way to create a pleasant atmosphere.

We would like to hear about the best types of service—outstanding systems as well as outstanding individuals who enhance the dining event. So that we may print your positive service experience, please write the details and your opinions to Better Service Editor, *Nation's Restaurant News*, 425 Park Avenue, New York, N.Y. 10022.

NEWS DIGEST

Chili's enters joint venture to build Taco Cabana units

DALLAS — Chili's Inc., the 120-unit dinner house chain here, has signed a joint venture agreement with San Antonio-based Taco Cabana to develop upscale Mexican fast-food units nationally.

Chili's will convert its pilot Border Stop Mexican fast feeder here to Taco Cabana and will operate Taco Cabana units as a separate division under former Taco Cabana operations vice president John Miller, who has joined Chili's.

Chili's has a 65-percent share in the joint venture, and Taco Cabana, a 35-percent stake. The nine-unit Taco Cabana's major competitor is Marno McDermott's fledgling Houston-based Two Pesos chain, but Norman Brinker, Chili's chairman, said, "Taco Cabana was in the market first, and we're hoping it will carry the day and be as successful for us as Chili's has been." Taco Cabana and Two Pesos are suing each other in a copyright infringement battle.

Artzer agrees to buy Toddle House from CPS

MEMPHIS, Tenn. — Ron Artzer, president off the 40-unit Toddle House chain, has agreed to buy the string of coffee shops from Chicago retailer Carson Pirie Scott for an undisclosed amount.

The sale will pare back Carson's once-extensive food-service holdings to Ridgewell's, a social caterer with kitchens in Washington, D.C., and Philadelphia. The company said it plans to also sell that operation to concentrate on its extensive retailing businesses.

Carson sold a pizza-and-video-tape delivery business here several months ago and is close to completing the sale of its contract-feeding and airport concessionaire businesses to Greyhound Corp.

Big Boy rolls Mexican array into L.A. stores

LOS ANGELES — Big Boy, Marriott Corp.'s 1,050-unit coffee-shop chain, is adding a taco-nacho-tostada station to West Coast stores' all-you-can-eat salad bar.

"We rolled it out on the East Coast back in February, and it did very well, so now we're rolling it into Los Angeles," a spokeswoman said. The new hot station will eventually be added to all Big Boys on the West Coast, which is a key market for the coffee-shop chain, she said.

The bar enables patrons to assemble their own tacos, taco salads, nachos, and tostadas (a round tortilla heaped with toppings). Shoney's, Wendy's, Rax, Sizzler, and many other chains have also recently added Mexican stations to all-you-can-eat-buffets as bait for more value-conscious families.

Shoney's expands breakfast bar with sales test hits

MEMPHIS — Shoney's, the 600-unit coffee-shop chain, is expanding its all-you-can-eat breakfast bar through the addition of products that collectively buoyed test sites' sales by 5 percent, according to analysts.

The new items include baked goods, cereals, yogurt, mushrooms, salsa, and fresh citrus fruits. The rollout is expected to be completed by the end of September.

Index up 1.2 points

1.2

NEW YORK — The *Nation's Restaurant News* Stock Index rose 1.2 points in the week ended Aug. 28, closing at a record 216.5.

The Dow Jones Industrial Average of 30 blue chips closed at a record 2722.42 on Aug. 25, but for the entire week the index fell 70.15, to 2639.35. Analysts attributed the drop to declines in the dollar and bond prices.

The top percentage price gainers on *NRN*'s list were Twistee Treat, 32 percent, to $2.13, and Taco Villa, 27 percent, to $3.50. The top loser was American Restaurants, down 33 percent, to 50 cents.

More financial news, pages 102-103

Chart House plans IPO to reduce LBO debt

SOLANA BEACH, Calif. — Chart House Enterprises Inc., an investment group, is selling its 85-unit Chart House dinner house chain to the public.

The company said proceeds from an initial offering of 3.5 million common shares will be used to retire debt stemming from the leveraged buyout of the restaurant operator from Pillsbury Co. in late 1985.

Champion Sports signs Marriott as franchisee

BOSTON — Champion Sports Inc., the fledgling chain of sports-themed restaurants, has signed Marriott Corp. as a new franchisee.

Marriott plans to open a Champions outlet in the Marriott Copley Place hotel here.

In June Sbarro agreed to franchise 20 Italian restaurants to Marriott, which plans to open the units along major turnpikes during the next eight years.

Popeyes' NY licensee ends feud with former president

NEW YORK — Fast Food Operators Inc., a 13-unit Popeyes franchisee here, said it has struck a deal to settle litigation against former president Aaron Fodiman.

In an unrelated development, Fast Food said it is seeking permission to convert space within its Popeyes stores into a pizza take-out concept called Pizza Royale.

Fodiman, who split with Fast Food in 1984, agreed to pay the company $31,250 in cash and 229,775 shares of common stock. He has also agreed to forgive $22,127 Fast Food owes him.

Maverick plans to expand Grandy's units' baked line

WICHITA, Kan. — Maverick Restaurant Corp. said it plans to expand the line of baked-from-scratch rolls and muffins featured in its 23 Grandy's franchised fast-food chicken restaurants.

The company, which has suffered traffic fall-offs, also revealed plans to expand its test of oven-roasted chicken. Similar chicken products are also being tested by Kentucky Fried Chicken, Church's, and Lee's Famous.

Operators to award two suppliers

MUFSO '87

NEW YORK — Operators attending *Nation's Restaurant News*' 28th annual Multi-Unit Food Service Operators (MUFSO) conference in Los Angeles Sept. 27 to 30 will vote for two suppliers of the year.

Nominees selected in the food and beverage category by early MUFSO registrants are the Carnation Co., Los Angeles; the Coca-Cola Co., Atlanta; Heinz USA, Pittsburgh; Oscar Mayer & Co., Madison, Wis.; Seagram & Sons, New York; and the Quaker Oats Co., Chicago.

Nominees chosen in the equipment/supplies/services category are Bugs Burger Bug Killers, Miami; Ecolab Inc., St. Paul, Minn.; Hobart Corp., Troy, Ohio; NCR Corp., Dayton, Ohio; Vulcan Hart, Louisville; and the Wilbur Curtis Co., Los Angeles.

MUFSO program and registration details for the Century Plaza Hotel conference are available from Chris Hernandez, *NRN*'s MUFSO coordinator, at (212) 371-9400, extension 283 or 282.

FOCUS | NRN

Convenience store food sales up 23% in '86

Last year's consumers spent 14 cents of their c-store dollars on fast food items, with fountain drinks, deli services, and hot beverages leading the way

ALEXANDRIA, Va. — Some $5.2 billion was generated last year by convenience store sales of fresh and frozen sandwiches, fountain drinks, hot and frozen beverages, deli products, food cooked on-site and other fast foods, up 23 percent from the $4.35 billion in fast-food sales recorded by convenience stores in 1985, according to the recently-released 1987 State of the Convenience Store Industry Report.

More than 14 cents of every dollar spent at the nation's 64,000 convenience stores last year went toward the purchase of fast food, an increase of nearly 1½ cents from the year before, concluded the report, compiled by the National Association of Convenience Stores.

Fountain drinks, deli services—excluding sandwiches—and hot beverages led the way in convenience store fast-food sales last year.

Fountain drinks accounted for 3.6 percent of non-gas purchases, up from 2.6 percent in 1985, deli services were 3.3 percent of total sales, an increase of 0.3 percent, and hot beverages made the biggest jump, from 1.6 percent of sales in 1985 to 2.7 percent last year.

Convenience store gross profit margins on fast food held steady from 1985 to 1986, with:

- hot beverages showing a 66 percent gross profit margin, up five percent;
- fountain drinks 61 percent profit, up three percent;
- deli services and food cooked on-site 47 percent profit, up four percent and three percent, respectively;
- fresh sandwiches 39 percent profit, the same as the previous year;
- frozen sandwiches 38 percent profit, down one percent;
- and other fast foods 42 percent profit, down three percent.

The upswing in convenience store fast-food performance encouraged operators to invest more capital in microwaves, delis, and food cooked on-site.

The fast-food investment per new urban convenience store edged upward to $19,900 last year from $19,000 the year before, said the 2,100-member NACS.

By 1986, 96 percent had installed microwave ovens, an increase of 4 percent, 73 percent offered prepared foods, up 3 percent, 5 percent had on-premises bakeries, up 2 percent, and 5 percent now have fast-food seating available, said the 2,100-member NACS.

Other food-related categories contributed considerably to overall convenience store sales also last year.

But, unlike fast-food products, the sales of most cooler, frozen and room temeperature foods were down in 1986, compared to the prior year.

In terms of sales mix:

- Beer accounted for 13.7 percent of gross convenience store sales, down 0.2 percent from 1985,
- hot and cold soft drinks for 10.3 percent, up 0.1 percent,
- milk and milk products accounted for 5.9 percent, down 0.9 percent,
- candy and gum for 4.9 percent, the same as 1985,
- salty snacks for 3.9 percent, up 0.2 percent,
- bread and cakes for 3.3 percent, down 0.2 percent,
- and ice cream for 1.4 percent, down 0.2 percent.

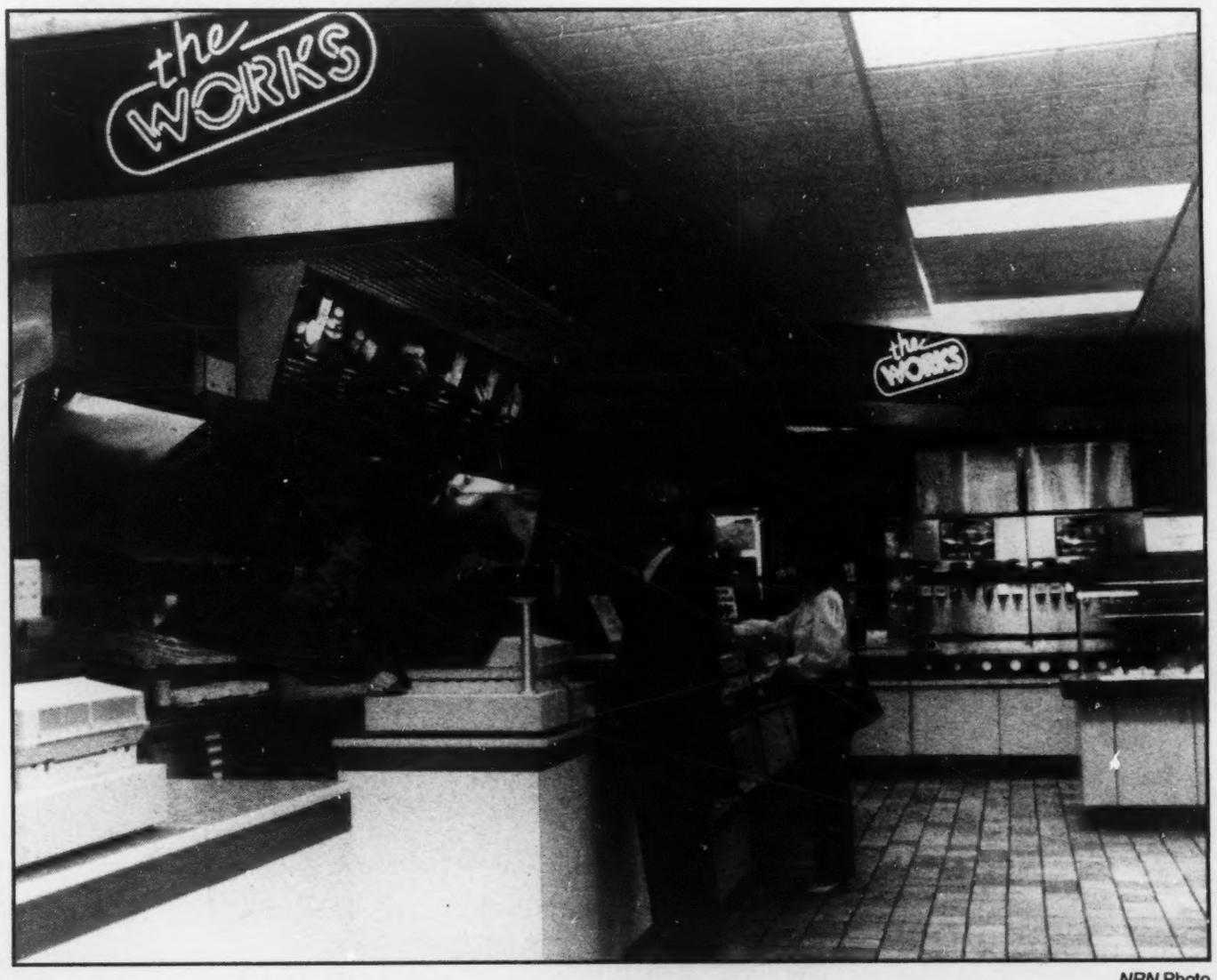
Overall, the convenience store industry did not fare as well as its fast-food programs did last year either.

Profits before taxes were virtually flat, up only 0.9 percent to $1.4 billion.

However, the 4.6 percent jump in the total number of stores, to 64,000, helped boost total industrywide sales 4.9 percent over 1985, from $51.4 billion to $53.9 billion, even though sales-per-customer dipped 9 cents last year, to $1.98.

Convenience store non-gas sales, which include all fresh and frozen foods, were more than twice that of convenience store gas sales last year.

Total non-gas sales were $36 billion last year, up from $33.2 billion in 1985, while gas sales were $17.9 billion, down from $18.2 billion the year before.



NRN Photo

"The Works"—the fast-food concept operating at 7-Eleven stores nationwide.

Industry profits, sales and new store openings would probably have been higher last year had it not been for escalating start-up, labor, equipment and operating costs.

The overall investment required to open a new urban convenience store last year was $668,600 and "the sharp trend in the investment required for new stores continues unabated," concluded the report.

Total industry employment stood at 485,000 people in 1986—including full-time and part-time employees, supervisory personnel and corporate staff, the report stated.

Labor costs registered a sharp increase from 8 percent to 9.2 percent of total sales.

"Labor, of course, represents the largest single expenditure in the convenience store industry," said the report.

The physical expansion of many convenience stores also contributed greatly to increased costs by forcing up rents.

The average monthly rent increased for both the new and existing convenience store last year.

New store rent jumped 19 percent to $3,321 per month, compared to a 10 percent increase for the existing convenience store.

Convenience stores are also getting larger. The typical urban convenience store was 2,845 square feet last year, compared to 2,558 square feet in the prior year.

And the average lot size of new convenience stores was 25,989 square feet, compared to 22,637 for existing stores.

PERCENTAGE OF CONVENIENCE STORES OFFERING PARTICULAR FOOD GROUPS:

	1984	1985	1986
Fountain Drinks	92%	95%	96%
Prepared Foods	42	70	73
Service Deli	22	23	29
On-premises bakery	1	3	5
Fried chicken	3	2	3

Source: National Association of Convenience Stores

FOOD GROUPS AS PERCENTAGE OF NON-GAS PURCHASES

	1983	1984	1985	1986
Fresh sandwiches	1.4%	1.7%	1.7%	1.3%
Frozen sandwiches	0.9	1.2	1.4	1.3
Deli services	2.0	1.3	3.0	3.3
Food cooked on-site	0.3	0.2	0.3	0.4
Fountain drinks	2.1	2.4	2.6	3.6
Frozen beverages	0.2	0.5	0.9	0.9
Hot beverages	1.4	1.2	1.6	2.7
Other fast food	0.6	1.2	1.6	0.9

Source: National Association of Convenience Stores

GROSS MARGIN PERCENTAGE BY PRODUCT CATEGORY

	1985	1986
Sandwiches—fresh	39%	39%
Sandwiches—frozen	39	38
Deli services	43	47
Food cooked on-site	50	47
Fountain drinks	58	61
Frozen beverages	44	41
Hot beverages	61	66
Other fast foods	45	42

Source: National Association of Convenience Stores

FINANCIAL NEWS

NOTES AND EXPLANATIONS

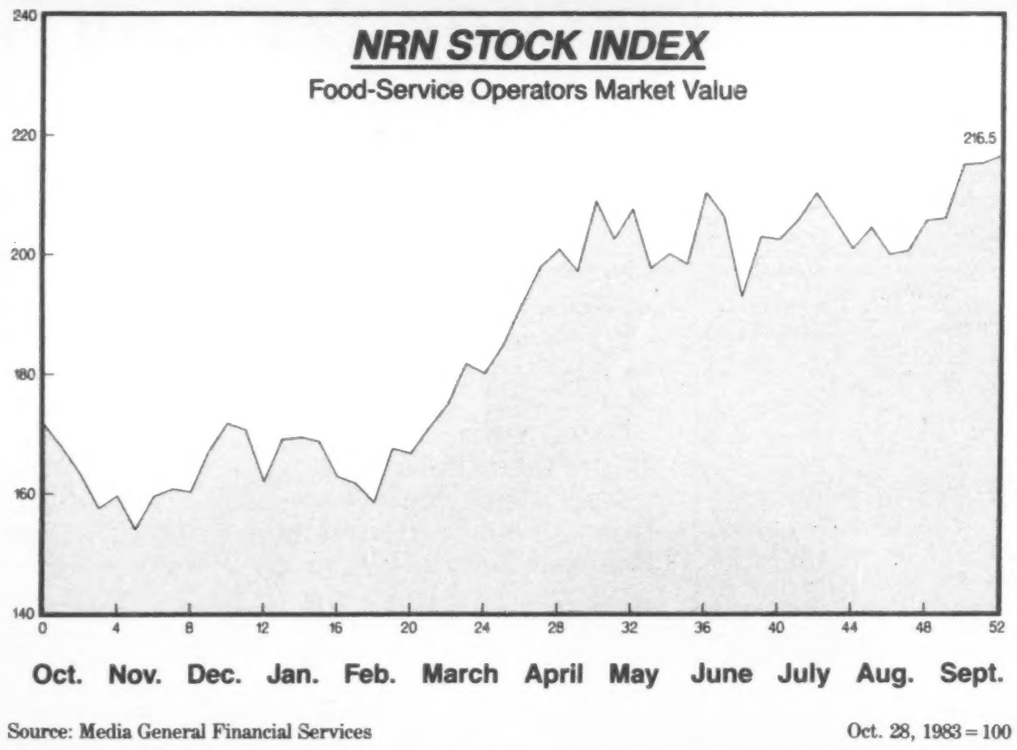
The *NRN* Stock Index: A market-value-weighted measure of equity prices at companies classified by *NRN* as food-service operators. It was calibrated at 100 as of Oct. 28, 1983. A reading of 150, for example, would indicate the collective dollar value of the represented companies is 50 percent more than the level of Oct. 28, 1983.

Volume Trend Leaders: Percentage change in trading volume from previous week to latest week. Based on data in column headed "% Shrs. Outstanding."

Top Percentage Price Gainers and Losers: Percentage change in share price from previous week to latest week.

Abbreviations: Amt—amount. P/E—price-earnings. Shrs.—shares. Vol.—volume. X-Dvd.—ex-dividend. (100)—in hundreds. NA—not available. NC—not calculable. NE—negative earnings. NM—not meaningful.

Source: Media General Financial Services Inc., Richmond, Va.



Source: Media General Financial Services

Oct. 28, 1983 = 100

VOLUME TREND LEADERS

Castle & Cooke	N	422.4	RAX Restaurants	M	240.0
Nati Pizza	M	406.6	Consol Prods	M	221.6
Rest Assoc B	A	357.4	Bombay Palace	M	188.9
Canandaigua B	A	339.1	Consul Rest	M	167.8
Sybra Inc	M	277.9	USACafes	A	154.4

TOP PERCENTAGE PRICE GAINERS

Twistee Treat	M	32.1	Sybra Inc	M	15.6
Taco Villa	M	27.3	Rest Assoc B	A	13.7
Canandaigua B	A	21.8	Consul Rest	M	11.1
Uno Restaurant	A	18.7	LDBrinkman Cp	M	10.5
Benihana Natl	M	17.1	ConAgra	N	8.5

TOP PERCENTAGE PRICE LOSERS

Am Restaurants	M	- 33.3	El Pollo Asa	M	- 11.4
Chefs Intl	O	- 16.7	Hambrg Hamlet	M	- 11.1
Taco Viva	M	- 15.4	Po-Folks	M	- 11.1
Fast Food Oper	O	- 14.3	Doskocil Cos	M	- 11.1
Ritzys G D	M	- 11.8	Fuddruckers Inc	M	- 10.3

All figures represent weekly percentage change

Covering The Period 08/21/87 - 08/28/87

Name	STOCK PRICE High	Low	Close	Change Amt	Change Pct	52-Week High	52-Week Low	VOLUME Total Volume This Period	% Shrs. Outstanding	Average Daily Vol. Last 52 Week	Average Daily Vol. This Period	P/E Latest P/E Ratio	DIVIDENDS Indicated Dvd. Rate Amt.	Indicated Dvd. Rate Yield	Last X-Dvd. Date
	$	$	$	$	%	$	$	(100)	%	(100)	(100)	-	$	%	-
Restaurants - NRN Stock Index															
Am Restaurants	.75	.50	.50	-.25	-33.33	3.00	.50	23	.10	6	5	NE	.00	.0	00-00-00
Ark Restaur	4.63	4.38	4.50	-.13	-2.70	7.38	3.25	453	1.36	67	91	NE	.00	.0	00-00-00
Assoc Hosts	10.75	10.63	10.63	.00	.00	11.25	8.00	351	.77	87	70	20.8	.12	1.1	09-08-87
Bob Evans Farms	25.50	24.50	24.50	-1.00	-3.92	27.25	18.00	1,339	.59	364	268	25.0	.28	1.1	08-03-87
Bombay Palace	7.25	6.75	6.88	-.13	-1.79	8.50	4.25	1,055	3.64	117	211	24.6	.00	.0	00-00-00
Burger Kg MLP	18.00	17.50	17.50	-.38	-2.10	21.88	15.75	297	.64	109	59	12.8	1.89	10.8	09-01-87
Cainy Inc	11.25	11.00	11.25	.13	1.12	12.13	6.75	469	.99	420	94	NE	.16	1.4	07-29-87
Capt Crab	.56	.53	.53	.00	.00	1.13	.50	1,098	.69	321	220	26.6	.00	.0	00-00-00
Chefs Intl	.22	.16	.16	-.03	-16.67	.50	.09	835	.29	378	167	NE	.00	.0	00-00-00
Chi-Chi's	8.63	8.25	8.38	-.13	-1.47	8.63	6.50	9,882	3.64	1,875	1,976	NE	.00	.0	09-28-83
Chili's Inc	33.75	30.88	31.00	-3.25	-9.49	36.00	18.75	2,847	5.05	489	569	27.9	.00	.0	00-00-00
Churchs Fr Ch	11.13	10.13	10.25	-.75	-6.82	14.63	9.50	9,924	2.65	1,888	1,985	41.0	.46	4.5	07-27-87
Collins Foods	23.38	22.25	22.25	-1.00	-4.30	23.50	14.13	4,956	2.25	615	991	21.2	.16	.7	09-23-87
Consol Prods	5.38	5.00	5.13	.13	2.50	5.38	2.63	538	1.64	35	108	9.5	.10	2.0	08-27-87
Consul Rest	1.25	1.13	1.25	.13	11.11	3.00	1.00	2,510	4.66	156	502	NE	.00	.0	00-00-00
Cracker Barrel	20.25	19.50	19.88	.63	3.25	20.25	9.66	722	1.35	178	144	25.2	.10	.5	06-05-87
Cucos Inc	2.00	2.00	2.00	.00	.00	2.75	2.00	5	.02	16	1	NE	.00	.0	00-00-00
Dunkin Donuts	28.25	27.75	28.00	-.25	-.89	34.25	26.25	2,018	2.77	404	404	16.7	.32	1.1	08-10-87
El Chico	5.38	5.13	5.25	.13	2.44	6.88	3.50	104	.22	160	21	NE	.00	.0	01-04-84
El Pollo Asa	4.00	3.88	3.88	-.50	-11.43	8.13	3.88	732	1.95	189	146	NE	.00	.0	06-25-85
Family Steak Hou	7.75	7.38	7.50	-.38	-4.76	10.16	2.91	1,888	1.73	630	378	75.0	.00	.0	06-11-87
Famous Rest	3.69	3.56	3.56	-.25	-6.56	3.81	1.69	1,182	1.97	213	236	NE	.00	.0	00-00-00
Fast Food Oper	.44	.38	.38	-.06	-14.29	.44	.16	240	.41	58	48	NE	.00	.0	00-00-00
Foodmaker	14.63	13.75	13.88	-.50	-3.48	14.75	11.00	986	.79	NC	197	13.1	.00	.0	00-00-00
Frisch's	38.88	36.75	37.63	-1.50	-3.83	40.66	28.75	80	.17	48	16	64.9	.22	.6	06-26-87
Fuddruckers Inc	2.38	2.19	2.19	-.25	-10.26	3.75	1.38	663	.98	353	133	NE	.00	.0	00-00-00
Hambrg Hamlet	6.75	6.00	6.00	-.75	-11.11	6.75	4.00	66	.21	16	13	31.6	.00	.0	07-09-86
Intl Dairy Queen a	33.00	32.00	33.00	1.00	3.13	34.50	22.00	1,267	1.31	100	253	24.1	.00	.0	00-00-00
Intl Kings Tab	22.00	20.50	22.00	1.25	6.02	24.75	14.00	3,010	10.40	270	602	32.8	.00	.0	09-11-84
JB Restaurant	6.75	6.63	6.63	.00	.00	7.50	5.00	337	.68	277	67	NM	.00	.0	02-10-86
Jerrico Inc	20.13	19.88	19.88	-.63	-3.05	25.38	17.88	6,356	2.99	1,607	1,271	16.7	.16	.8	08-20-87
Kapok Cp	4.88	4.38	4.75	.00	.00	5.38	2.00	97	.40	36	19	NE	.00	.0	00-00-00
Karcher Carl	19.75	19.38	19.63	.00	.00	20.13	9.09	4,827	4.53	592	965	NE	.00	.0	08-10-87
Lifestyle Rest	1.13	1.00	1.00	.00	.00	1.75	.69	414	.73	76	83	NE	.00	.0	00-00-00
Luby's Cafe	31.75	30.25	30.38	-1.13	-3.57	32.88	25.00	511	.28	174	102	23.7	.50	1.6	09-04-87
Marcus Corp	18.00	17.00	17.50	-1.00	-5.41	18.75	13.44	144	.19	84	29	16.7	.22	1.3	07-13-87
Marriott Corp	40.38	38.25	39.00	.25	.65	43.75	27.38	19,138	1.46	3,275	3,828	25.3	.16	.4	09-28-87
Maverick Rest	.88	.88	.88	.00	.00	1.88	.63	0	.00	32	0	NE	.00	.0	00-00-00
Max & Erma's	2.50	2.50	2.50	.00	.00	2.75	1.25	23	.15	32	5	41.7	.00	.0	00-00-00
McDonald's Cp	61.13	57.50	57.63	-2.38	-3.96	61.13	36.94	29,334	1.54	7,097	5,867	21.6	.50	.9	07-23-87
McFaddin Ven	.94	.88	.88	-.06	-6.67	3.38	.88	129	.24	49	26	NE	.00	.0	00-00-00
Morrison Inc	31.50	31.38	31.38	-.13	-.40	32.13	21.13	1,726	1.20	489	345	20.9	.48	1.5	07-13-87
Morgan's Food	3.13	2.88	3.13	.00	.00	3.38	1.25	1,490	1.52	160	298	39.1	.00	.0	00-00-00
Jamco Inc	.69	.69	.69	.00	.00	1.25	.38	679	1.42	143	136	NE	.00	.0	03-26-84
Natl Pizza	18.63	18.25	18.38	.38	2.08	18.63	13.00	8,195	10.03	155	1,639	20.0	.00	.0	05-02-86
Old Fashion Fd	5.75	5.50	5.50	-.13	-2.22	6.25	4.25	33	.24	26	7	28.9	.00	.0	00-00-00
Old Spag Wrehse	9.25	9.00	9.25	.00	.00	9.25	3.25	269	1.79	53	54	16.5	.00	.0	00-00-00
Pancho Mex Buffet	14.13	13.50	13.50	-.63	-4.42	15.75	9.50	204	.43	133	41	20.1	.13	1.0	08-31-87
Panteras Cp	11.88	11.00	11.75	-.63	-5.05	15.25	5.00	3,027	5.40	421	605	39.2	.00	.0	06-12-84
Perkin Fam	12.00	11.25	11.63	.13	1.09	13.13	10.13	619	.61	NC	124	20.4	.85	7.3	06-24-87
Piccadilly Caf	18.25	17.75	18.00	.00	.00	25.75	16.75	558	.59	196	112	13.5	.48	2.7	09-04-87
Po-Folks	3.38	3.00	3.00	-.38	-11.11	6.50	2.38	308	.70	122	62	NE	.00	.0	00-00-00
RAX Restaurants	5.13	4.75	4.88	-.13	-2.50	6.88	4.63	1,904	2.72	150	381	NE	.00	.0	00-00-00
Rest Assoc B	14.00	12.00	13.50	1.63	13.68	14.00	8.13	1,591	6.45	37	318	11.9	.30	2.2	03-09-87
Rest Mgmt	9.25	9.00	9.00	-.25	-2.70	11.88	7.25	191	.46	94	38	18.4	.07	.8	07-02-87
Restec	2.75	2.75	2.75	.00	.00	3.00	2.75	5	.03	6	1	NE	.00	.0	00-00-00
Ritzys G D	1.00	.94	.94	-.13	-11.76	1.50	.88	408	.66	63	82	NE	.00	.0	11-25-83
Rudy's Restaurant	4.63	4.38	4.38	.00	.00	5.88	3.50	107	.30	45	21	62.5	.00	.0	00-00-00
Rusty Pelican	8.75	8.50	8.75	.25	2.94	10.00	5.00	260	.92	159	52	54.7	.00	.0	00-00-00
Ryans Family	15.63	14.25	15.25	1.00	7.02	15.63	6.66	23,829	4.58	3,552	4,766	56.5	.00	.0	05-21-87
Sandwich Chef	6.50	6.50	6.50	.00	.00	8.88	5.25	12	.10	33	2	NE	.00	.0	00-00-00
Sbarro Inc	24.25	22.75	22.75	-1.13	-4.71	24.75	11.00	715	.82	144	143	35.0	.00	.0	07-11-86
Sea Galley	2.31	2.25	2.25	-.13	-5.26	3.50	1.88	528	1.82	109	106	NE	.00	.0	06-02-81
Shoney's Inc	31.88	31.00	31.00	-.75	-2.36	33.25	24.00	4,252	1.17	1,134	850	25.2	.16	.5	06-12-87
Shoney's South	13.63	13.50	13.50	.00	.00	15.50	10.50	1,753	2.44	268	351	19.6	.00	.0	10-02-84
SIS Cp	4.25	3.75	4.13	-.13	-2.94	8.00	3.75	14	.09	19	3	NE	.00	.0	00-00-00
Sizzler Rest	21.50	21.00	21.38	.38	1.79	23.25	13.75	1,920	1.11	500	384	25.8	.00	.0	09-17-86
Skippers	7.50	7.25	7.50	.25	3.23	9.50	7.00	120	.44	49	24	NE	.08	1.1	04-03-87
So Hospitality	1.88	1.63	1.75	-.13	-6.67	3.88	1.75	370	.74	92	74	NE	.00	.0	00-00-00
Stuff Yer Face	.16	.13	.16	.00	.00	.25	.13	317	.21	63	63	NE	.00	.0	00-00-00
Swensens Inc	1.13	1.13	1.13	.00	.00	1.38	.63	118	.26	34	24	NE	.00	.0	00-00-00
Sybra Inc	19.25	16.50	18.50	2.50	15.63	18.75	10.00	945	4.61	30	189	15.8	.00	.0	00-00-00
Taco Villa	3.50	2.75	3.50	.75	27.27	4.25	2.00	47	.05	15	9	NE	.00	.0	00-00-00
Taco Viva	1.50	1.38	1.38	-.25	-15.38	2.75	1.00	250	.76	43	50	NE	.00	.0	04-01-85
TGI Friday's	9.25	8.75	8.88	-.13	-1.39	10.75	6.50	407	.36	174	81	49.3	.00	.0	00-00-00
TCBY Enterprises	14.25	14.00	14.00	-.50	-3.45	19.34	10.50	4,729	1.82	1,570	946	35.0	.00	.0	04-27-87
TW Services	22.63	20.63	20.75	-1.88	-8.29	23.00	14.13	10,600	2.18	NC	2,120	51.9	.08	.4	08-10-87
Twistee Treat	2.31	1.81	2.31	.56	32.14	4.19	1.75	8,670	4.81	894	1,734	NE	.00	.0	00-00-00
Two Peso	13.13	12.50	12.75	-.38	-2.86	13.25	7.50	493	.72	NC	99	NM	.00	.0	00-00-00
Uno Restaurant	14.00	10.88	13.50	2.13	18.88	14.00	8.13	1,656	3.90	NC	331	35.5	.00	.0	00-00-00
USACafes	10.38	9.75	10.25	.50	5.13	10.50	6.50	1,308	2.01	146	262	11.9	1.09	10.6	09-24-87
Vicorp Restaurants	11.00	10.75	10.88	-.38	-3.33	17.00	9.50	671	.79	653	134	NE	.00	.0	07-09-86
Wendys Intl	11.38	10.63	10.75	-.50	-4.44	14.25	9.00	18,953	1.98	4,202	3,791	NE	.24	2.2	08-03-87
Wstn Steer	15.00	14.25	14.75	-.50	-3.28	15.50	8.81	327	1.75	69	65	20.8	.16	1.1	07-16-87
Winners Cp	3.38	3.25	3.25	.00	.00	4.50	2.63	289	.72	81	58	NE	.00	.0	03-10-83
Hotels, Motels, and Casinos															
Brock Hotel	8.88	8.00	8.63	.38	4.55	11.38	7.50	1,112	1.64	153	222	NE	.00	.0	06-26-86
Club Med	22.75	21.75	22.13	-.50	-2.21	29.25	21.25	1,791	1.30	140	358	16.6	.20	.9	08-28-87
Golden Nugget	12.38	11.25	12.00	.00	.00	13.88	9.13	9,339	2.71	1,697	1,868	NM	.00	.0	07-18-83
Hilton Hotels	87.50	85.38	87.00	-.75	-.85	91.75	63.25	2,537	1.03	571	507	20.0	1.80	2.1	08-31-87
Holiday Cp	30.13	27.75	28.00	-1.88	-6.28	32.50	11.63	5,640	2.41	NC	1,128	NA	.00	.0	00-00-00
La Quinta Inns	13.50	12.88	13.00	-.25	-1.89	14.63	11.25	1,122	.82	400	224	43.3	.00	.0	02-09-82
Prime Mtr Inns	45.38	43.25	44.50	.13	.28	46.50	24.50	3,461	1.18	1,084	692	27.3	.08	.2	06-26-87
Ramada Inc	9.25	8.00	9.00	-.38	-4.00	9.75	6.00	9,477	2.39	2,476	1,895	27.3	.00	.0	10-19-81
Resorts Intl A	60.88	59.75	59.75	-1.13	-1.85	66.00	42.75	445	.78	385	89	15.6	.00	.0	00-00-00
Servico Inc	17.00	16.50	17.00	.50	3.03	22.25	14.50	202	.53	43	40	NM	.00	.0	08-01-85
Sonesta Intl	15.50	15.50	15.50	.00	.00	22.00	11.00	16	.05	5	3	2.7	.20	1.3	06-08-87
Utd Inns	37.75	37.00	37.25	.13	.34	46.00	32.38	181	.69	45	36	NE	.00	.0	08-25-86
Other Cos - Food-Service Oper.															
Allegheny Bev	15.38	14.75	15.25	.38	2.52	15.50	4.75	4,839	5.90	1,052	968	NE	.00	.0	10-14-86
Benihana Natl	6.00	5.50	6.00	.88	17.07	8.50	3.38	1,129	3.29	129	226	NE	.00	.0	00-00-00
Crescott Inc	2.88	2.75	2.75	.13	4.76	6.00	2.63	39	.22	47	8	NA	.00	.0	00-00-00
Disney Walt Co	82.50	78.63	78.75	-2.88	-3.52	82.50	36.00	17,547	1.34	4,778	3,509	31.5	.32	.4	06-01-87
Flanigan Ents	5.88	5.38	5.75	.25	4.55	6.75	3.50	110	1.18	11	22	1.8	.00	.0	00-00-00
Gen Mills	61.75	58.88	58.88	-2.50	-4.07	62.13	37.38	10,635	1.20	2,905	2,127	23.6	1.60	2.7	07-06-87
Grace W R	72.13	68.50	69.25	-1.88	-2.64	74.63	45.25	7,546	1.79	2,497	1,509	NE	2.80	4.0	07-31-87
Hershey Foods	33.63	31.13	32.00	.50	1.59	33.63	21.00	18,573	2.06	1,816	3,715	20.9	.62	1.9	08-19-87
Horn & Hardart	13.13	12.50	12.75	-.25	-1.92	19.25	10.63	1,702	1.18	1,211	340	NE	.00	.0	08-15-84
LDBrinkman Cp	8.00	7.00	7.88	.75	10.53	7.88	4.88	3,334	5.56	358	667	34.2	.00	.0	00-00-00
Ogden Corp	42.13	38.00	40.75	2.13	5.50	42.13	18.81	7,156	1.84	1,848	1,431	12.9	1.00	2.5	09-08-87
PepsiCo Inc	42.25	39.50	40.25	.13	.31	42.25	24.50	32,415	1.25	8,440	6,483	20.1	.68	1.7	09-04-87
Pillsbury Co	48.25	46.50	46.63	-1.63	-3.37	48.88	32.44	12,694	1.47	3,023	2,539	22.2	1.00	2.1	07-28-87
RJR Nabisco	71.13	64.88	67.50	3.25	5.06	71.13	44.88	104,455	4.17	7,387	20,891	15.0	1.92	2.8	08-04-87
Southland Corp	75.63	75.00	75.50	.13	.17	80.25	44.00	4,490	.93	3,990	898	13.5	.00	.0	05-26-87
Vie de France	5.75	5.63	5.63	-.13	-2.17	6.50	4.63	209	.20	189	42	56.3	.23	4.1	06-22-87
Manufacturers and Distributors															
Alco Standard	28.00	26.38	26.38	-1.25	-4.52	30.00	18.50	4,833	1.09	663	967	17.4	.64	2.4	08-21-87
Angelica	32.63	29.75	29.75	-2.88	-8.81	34.38	22.00	981	1.05	170	196	15.6	.72	2.4	06-09-87
Anheuser Bu	40.13	38.00	38.13	-1.13	-2.87	40.13	22.94	21,794	.72	6,831	4,359	20.1	.60	1.6	08-04-87
Borden Inc	63.50	61.25	61.50	-1.75	-2.77	63.88	40.00	6,337	.86	1,779	1,267	18.8	1.28	2.1	08-03-87
Bridgford Fds	16.00	15.00	16.00	-1.25	-7.25	20.50	5.50	120	.96	7	24	16.2	.00	.0	06-04-82
Campbell Soup	68.38	66.63	66.75	-1.25	-1.84	70.75	52.75	3,026	.47	898	605	19.2	1.44	2.2	06-30-87
Canandaigua B	17.38	13.50	16.75	3.00	21.82	34.25	13.50	530	2.81	17	106	15.1	.00	.0	00-00-00
Castle & Cooke	26.63	24.50	24.75	-1.00	-3.88	26.63	16.13	38,391	8.15	1,472	7,678	44.2	.00	.0	09-03-82
Clorox Co	35.00	32.63	33.25	-.50	-1.48	36.00	22.50	9,649	1.80	1,612	1,930	17.0	.88	2.6	07-27-87
Coca Cola Co	53.13	50.13	50.75	.25	.50	53.13	32.88	35,746	.95	9,074	7,149	19.4	1.12	2.2	09-09-87
Coors, Adolph	26.88	26.13	26.25	-.75	-2.78	29.75	21.63	8,355	2.30	1,595	1,671	20.2	.50	1.9	01-26-87
ConAgra	35.88	32.63	35.25	2.75	8.46	35.88	24.81	12,993	1.96	1,721	2,599	19.1	.58	1.6	07-20-87
Corning Glass	76.75	70.75	73.88	3.38	4.79	77.00	46.63	14,139	3.05	1,975	2,828	21.7	1.40	1.9	08-31-87
CPC Intl Inc	58.00	54.75	56.00	-1.00	-1.75	58.50	28.25	8,326	1.02	5,952	1,665	13.8	1.24	2.2	03-25-87
Dean Foods	37.25	36.00	36.38	.13	.34	38.50	25.13	929	.35	339	186	23.8	.54	1.5	08-17-87
Doskocil Cos	9.00	7.88	8.00	-1.00	-11.11	14.38	8.00	421	.70	74	84	NE	.00	.0	04-21-87
Ecolab Inc	33.63	32.00	32.25	-1.13	-3.37	33.75	20.75	4,152	1.53	952	830	19.7	.58	1.8	06-17-87
Fleming Cos	42.88	41.00	42.75	1.50	3.64	45.88	31.00	1,872	.85	508	374	23.5	1.00	2.3	08-14-87
Fort Howard	61.13	59.00	59.00	-2.25	-3.67	62.00	42.88	5,770	.86	1,428	1,154	27.2	1.08	1.8	09-28-87
Heinz, HJ	51.75	49.75	50.13	-.38	-.74	51.75	38.25	10,908	.85	2,498	2,182	20.3	1.12	2.2	06-16-87
Hormel, George	29.38	27.50	27.63	-.25	-.90	29.38	14.81	2,020	.53	189	404	25.3	.30	1.1	07-13-87
Intl Multifood	35.25	34.50	34.50	-.38	-1.08	39.25	22.50	3,359	2.32	547	672	9.0	1.18	3.4	09-22-87
James River	38.13	35.75	36.00	-.25	-.69	43.75	29.63	15,794	1.92	3,213	3,159	18.0	.40	1.1	10-08-87
Kellogg	67.63	64.25	64.25	-1.75	-2.65	68.75	42.25	21,518	1.74	1,949	4,304	21.6	1.36	2.1	08-28-87
Kraft Inc	61.38	59.00	59.50	-1.00	-1.65	65.00	47.13	15,299	1.13	3,697	3,060	22.9	1.88	3.2	08-11-87
Litton Ind	104.50	98.75	99.13	-3.50	-3.41	108.25	71.75	3,179	1.24	898	636	20.2	.00	.0	05-21-85
Manitowoc	22.50	22.25	22.38	-.63	-2.72	23.00	17.00	816	.75	412	163	20.7	.80	3.6	05-26-87
McCormick	51.13	48.75	49.25	-2.25	-4.37	51.50	39.00	2,861	2.38	427	572	17.7	1.00	2.0	06-17-87
Oneida Ltd	19.25	18.00	18.00	-.63	-3.36	19.63	7.91	1,403	1.63	207	281	NE	.40	2.2	08-10-87
Philip Morris	124.50	111.75	116.00	4.50	4.04	124.50	63.00	102,866	4.32	8,549	20,373	13.6	3.00	2.6	06-09-87
Proct & Gambl	101.88	99.25	100.00	-1.38	-1.36	102.38	65.88	17,503	1.04	3,910	3,501	53.5	2.70	2.7	07-20-87
Quaker Oats	56.88	54.25	55.00	-1.75	-3.08	57.63	32.63	6,444	.81	2,390	1,289	17.8	.80	1.5	06-17-87
Ralston Purina	94.00	89.50	89.88	-.75	-.83	94.00	60.00	5,575	.73	1,979	1,115	16.6	1.24	1.4	07-28-87
Reynolds Metal	51.50	47.00	47.50	-4.00	-7.77	54.25	19.63	20,580	3.84	3,582	4,116	9.3	.60	1.3	09-03-87
Rykoff-Sexton	32.00	29.88	29.88	-1.25	-4.02	32.25	22.13	1,976	2.85	216	395	26.2	.60	2.0	06-29-87
Rymer Co	20.75	19.13	19.25	-1.38	-6.67	24.13	15.38	208	.67	44	42	NE	.00	.0	04-30-84
Sara Lee	47.38	45.88	46.00	-.88	-1.87	49.13	29.25	10,423	.97	2,493	2,085	19.6	1.00	2.2	08-26-87
Scott Paper	84.25	79.75	83.50	2.38	2.93	84.25	58.75	6,465	1.78	1,192	1,293	16.0	1.36	1.6	08-24-87
Shelby Wms	22.25	21.00	21.63	.50	2.37	22.25	14.38	713	.69	357	143	23.5	.24	1.1	07-27-87
Smucker, J.M.	60.00	53.25	57.88	3.88	7.18	60.00	37.25	573	.78	64	115	24.0	.72	1.2	08-12-87
Staley Cont	31.00	29.38	30.25	.38	1.26	34.63	23.63	13,889	4.79	1,647	2,778	22.2	.80	2.6	08-11-87
Sysco Corp	38.88	37.00	38.13	.13	.33	41.50	26.25	4,106	.92	679	821	27.2	.28	.7	07-27-87
Tyson Food Inc	21.00	20.13	20.13	.00	.00	23.25	15.00	9,632	2.26	1,739	1,926	20.1	.04	.2	04-16-87
Wellbilt Cp	23.25	22.25	22